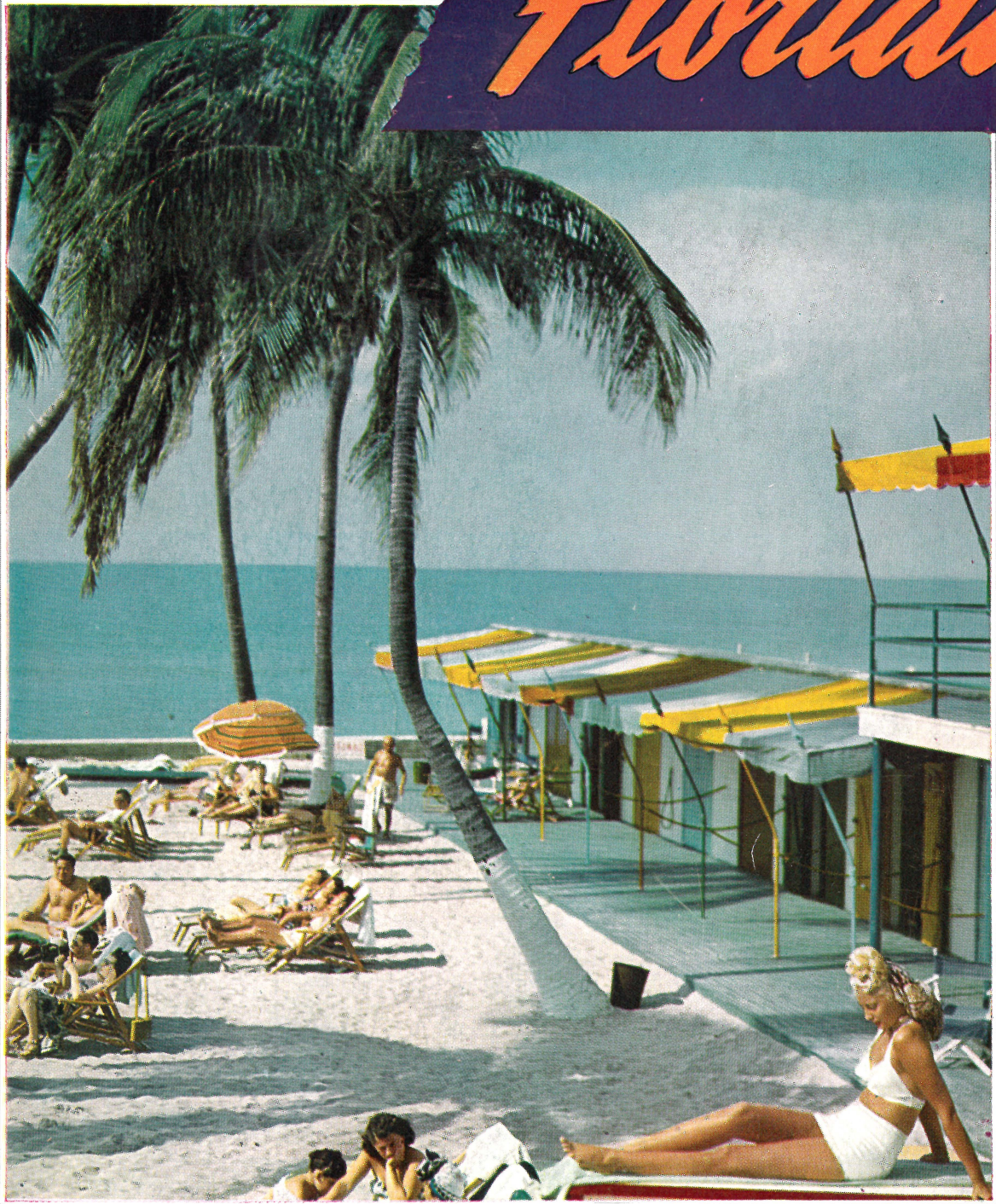


Florida



Fun in the Sun.. throughout the year!





Florida

... birthplace of the nation, where America's oldest city attests by landmarks the presence of pioneers of the Spanish Main, and other cities which sprung full panoplied into being without knowing the period of swaddling clothes.

Florida—where palm trees bend to the ocean breeze and inland jungles show "primeval forests with flowing beards as druids of old," the same as they did when DeLeon and DeSoto penetrated them in the vain pursuit of gold and of the fabled fountain of youth.

Florida—where millions of fruit trees are bowed with golden globes and ruddy moons and grape vines stagger with their own purple clusters; whose farms and groves furnish the dining tables of a nation with bounties of fresh food when frost locks northern soils in ice.

Florida—where the song birds make of the forests melodious choirs—where floral beauty and subtropical growth abound the year around.

Florida—where 20,000 miles of hard-surfaced roads tempt you over hills by thousands of clear lakes that mirror pine, palm and live oaks draped in flowing gray-green moss; the lakes are alive with the finny tribe whose endless dive and swirl make the waters an anglers' haven; its salt waters are the world's greatest fishing grounds.

Florida—where splendid highways stretch invitingly along the finest beaches in the world; laved by limpid waves of enchanting seas beckoning you to come and play with them.

Above you is the turquoise sky, around you the ocean breezes and the salubrious climate of the semi-tropical zone. Along the shore stretch miles of golden sands, packed by Neptune's restless feet; modern nymphs frolic in exuberant glee and youth and age get a zest for life in nature's healthorium.

Florida—the sun-parlor of a continent . . . the playground of the world . . . the empire of the sun . . . the tourists' bivouac . . . the sportsman's paradise . . . the birthplace of the nation—the citizen's choice of all lands.

Where art and nature join their crafts
In a kingdom by southern seas.

Her hopes are high beneath the sky
Where progress speeds on elfin wings;
Here tourists room, though far from home
And feel the pulse that friendship brings.

—T. J. BROOKS,

*Assistant Commissioner
Department of Agriculture*

A PUBLICATION OF THE FLORIDA DEPARTMENT OF AGRICULTURE
NATHAN MAYO, Commissioner • TALLAHASSEE, FLORIDA

Produced by Rose Printing Co.



THE STATE OF FLORIDA

TALLAHASSEE

Scenes in this booklet are located in the section of Florida depicted by the highway map bordering the pages. →

Dear Friend,

Florida invites you to come and partake of the greatest recreational facilities of the world - to observe as well the amazingly diversified features of our state, and its challenging opportunities.

To those of all ages, Florida offers to its visitors and to its citizens, more in comfort the year around, variety of entertainment and provisions for relaxation than may be found anywhere else.

We are proud that so many of our millions of visitors come back year after year to enjoy the warmth of Florida's sun, the blue waters of its tropical coasts and its countless lakes and streams. We are just as proud that so many have found Florida an equally attractive land in which to work and live.

We invite you, through these pages, to tour Florida with us - to view by actual photographs and description some of the things which make up our history, our economy, our recreational facilities, our sports and points of interest; all of which make this such a wonderful place to visit and a grand place in which to live.

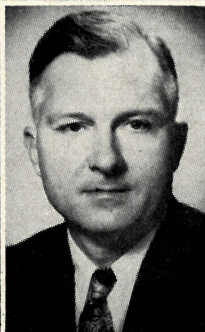
Richard W. Ervin, Jr.
Commissioner of Agriculture

STATE CABINET

OF FLORIDA



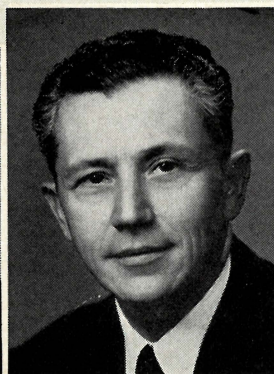
R. A. GRAY
Secretary of State



RICHARD W. ERVIN, JR.
Attorney General



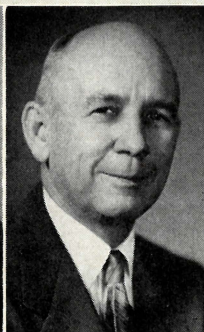
J. EDWIN LARSON
State Treasurer



LEROY COLLINS
Governor



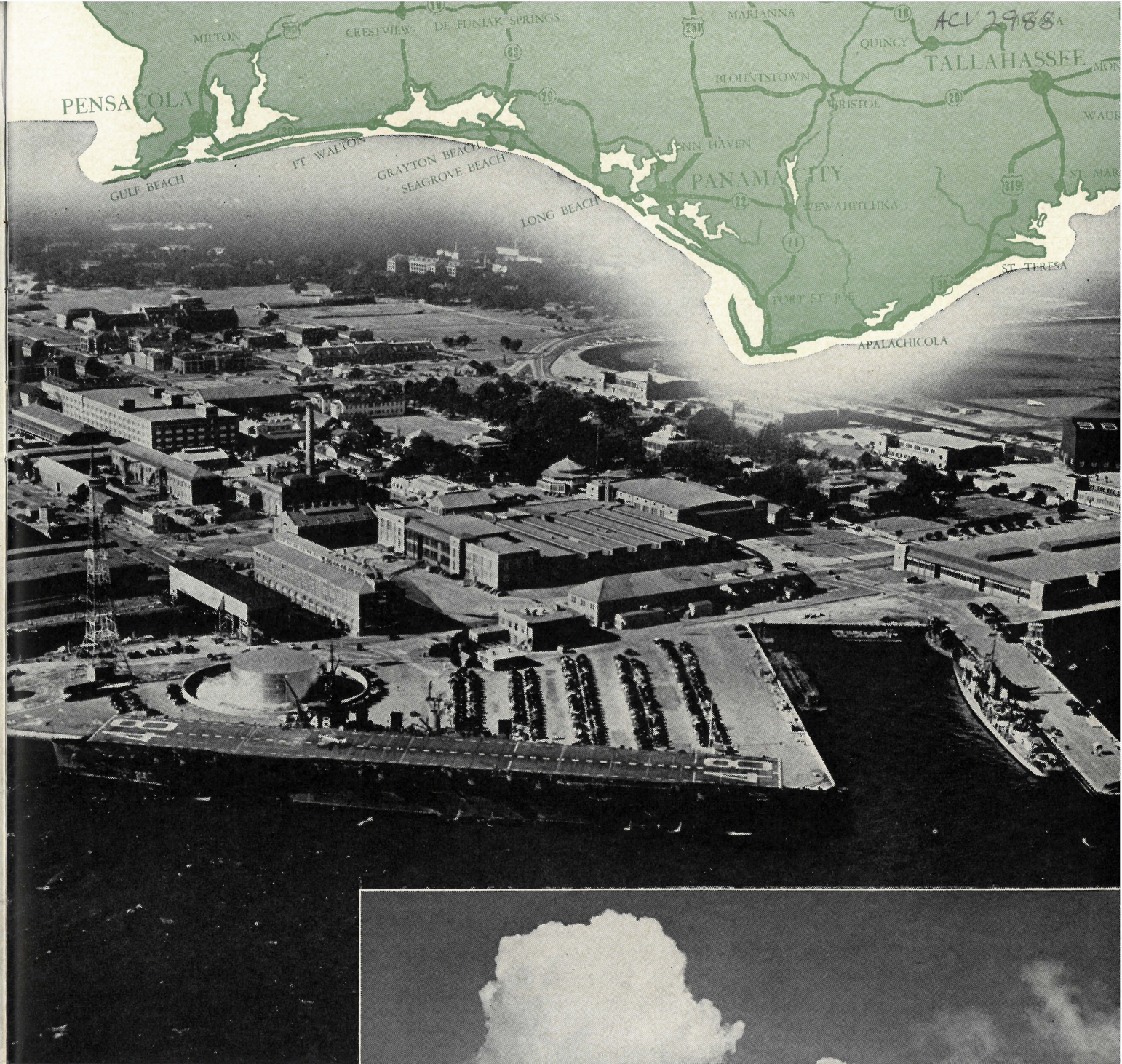
THOMAS D. BAILEY
State Supt. of
Public Instruction



RAY E. GREEN
State Comptroller



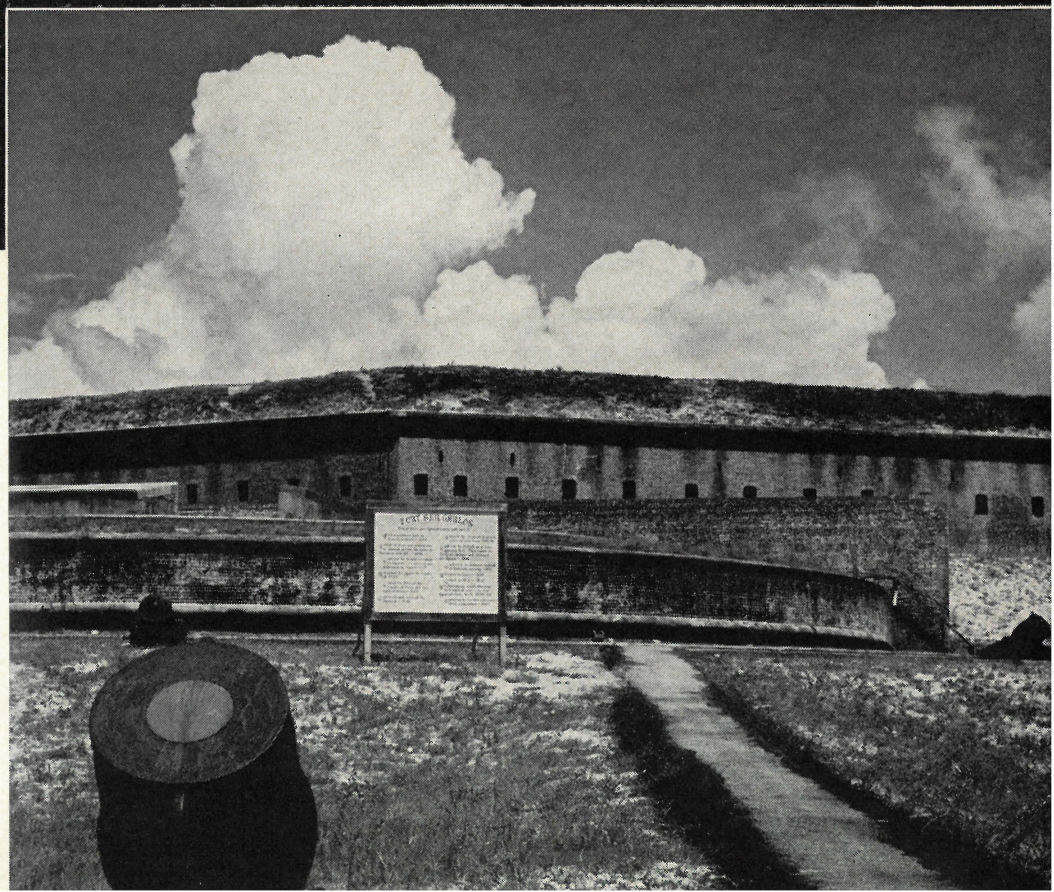
NATHAN MAYO
Commissioner of
Agriculture



PENSACOLA

ABOVE — With a great carrier docked in its foreground, the largest air training school of the United States Navy extends over a wide area near Pensacola on the old site of a navy yard.

RIGHT—Old Fort San Carlos, first built by the Spaniards in 1698, was destroyed and rebuilt twice. It has been occupied by five different governments, and its flag has changed eleven times. Connecting by tunnel is Fort Barrancas, built by this government about 1840.



PANAMA CITY



ABOVE — Aerial view of Panama City, hub of the upper Gulf coast's busy spring and summer resort area. Each year brings more visitors to this part of the state, rapidly expanding into a vast resort playground.

LEFT—Along the Gulf of Mexico is a fishing industry which supplies great quantities of seafood to the markets of this country. This scene is typical of the ports to which the catches of "snapper," oysters, shrimp and other varieties, are brought for shipment.



Ft. WALTON



ABOVE—The docks of Fort Walton, heart of a "play-ground area." This fleet is part of an "eastward ho" cruise in which boating enthusiasts from five states participated.



RIGHT — Typical of the beach areas along the Gulf of Mexico are the dunes and the broad satiny beaches, washed gently by the blue waters of the Gulf. These two youngsters share vacation fun as thousands do on these beaches during the vacation season.



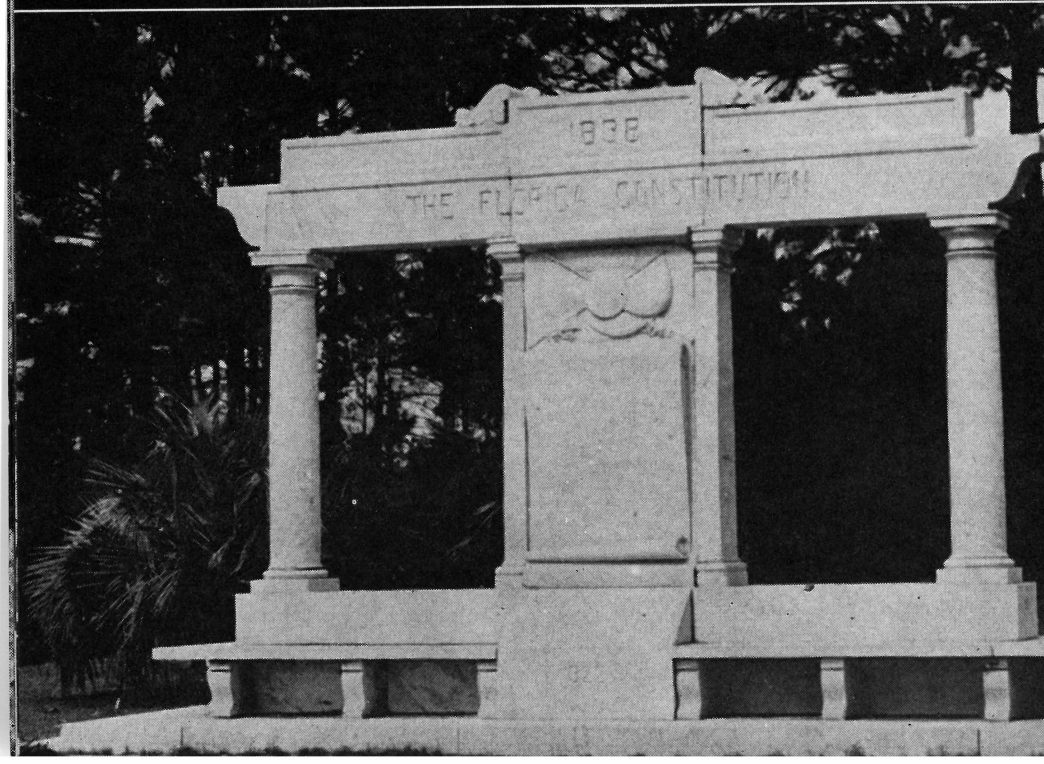
LEFT—In Gorrie Square at Apalachicola, stands this monument to the physician who sought a means to cool the rooms of fever ridden patients, and thus gave the world a method to make artificial ice. Dr. John Gorrie developed the process in 1845.

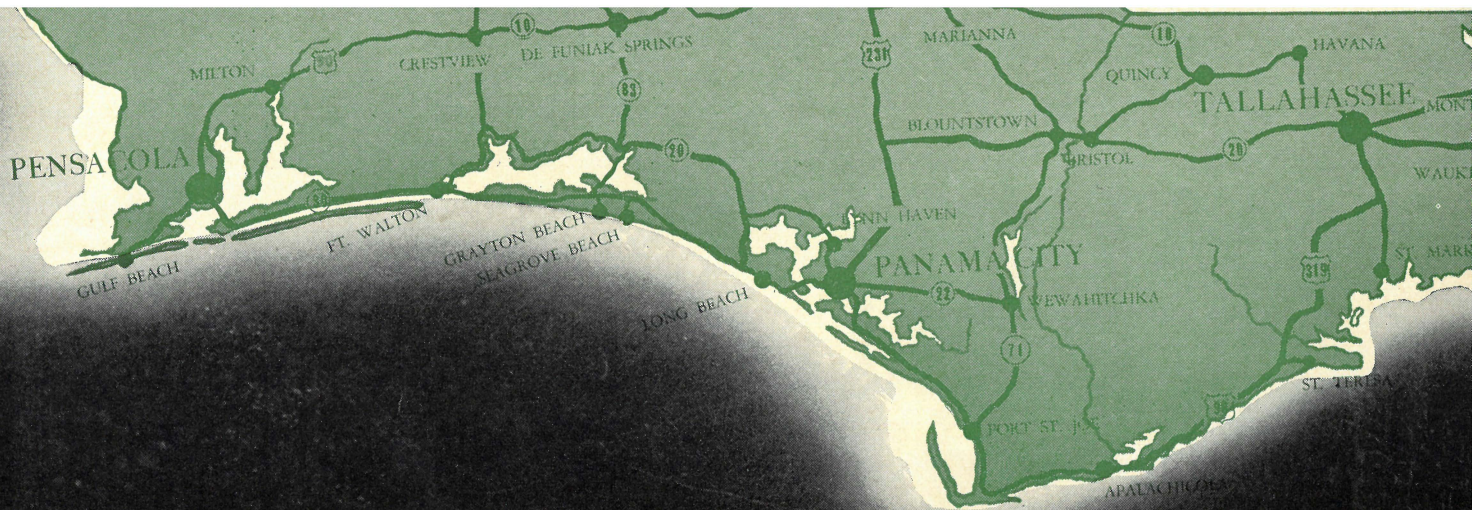


BELOW—In a small roadside park, where once stood St. Joseph, called the "richest and wickedest" city of the southeast, stands Constitution Monument, erected to commemorate the first constitutional convention which in 1838 drafted a bill of rights and constitution, preparatory to seeking statehood.



APALACHICOLA



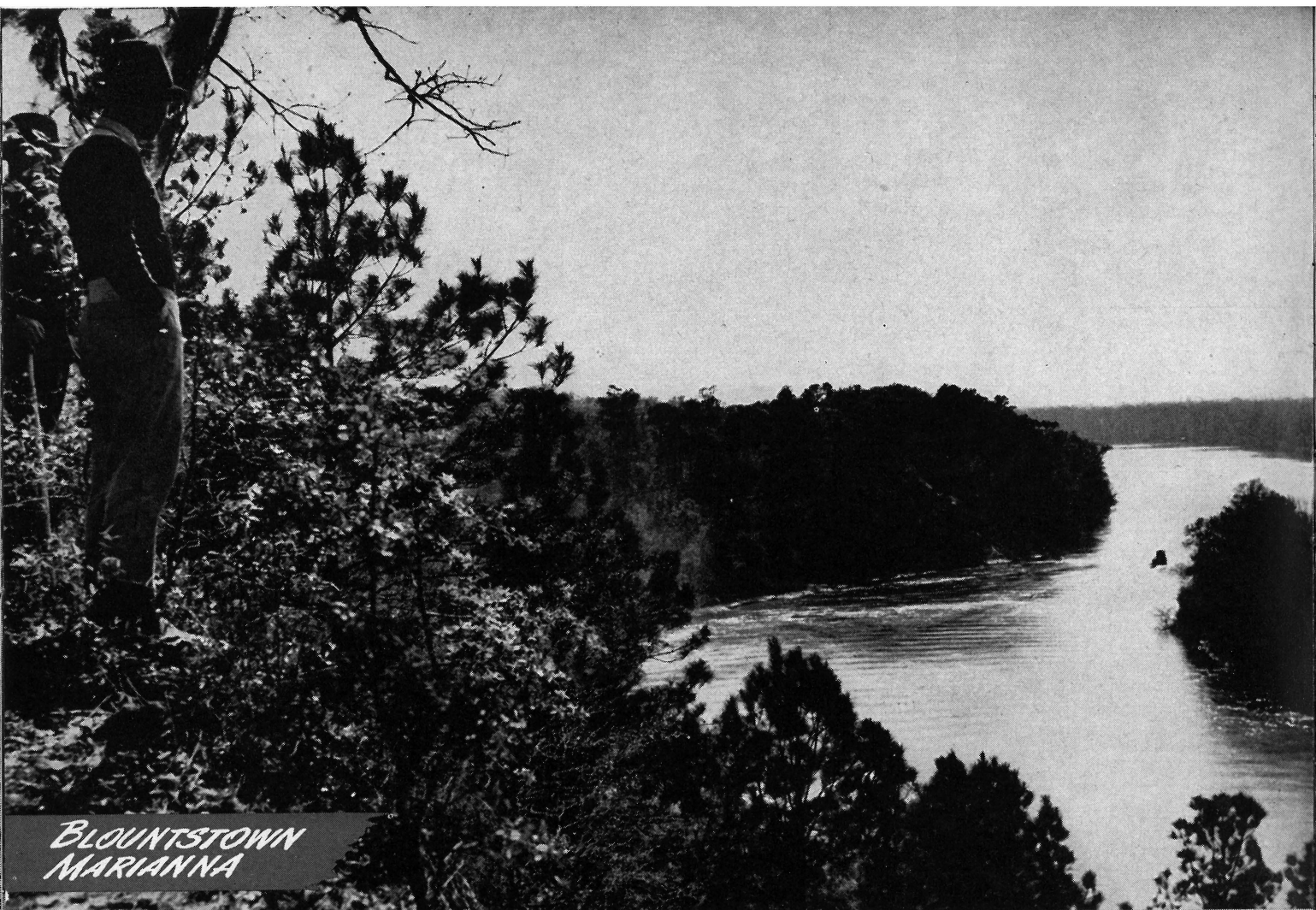


DEFUNIAK SPRINGS

ABOVE—Hunting is a favorite sport both in upland and the flatlands. Here two quail hunters wait expectantly while their dogs work out a covey in grass cover near a creek.

BELOW—Honey produced from the bloom of the tupelo tree, which grows only along the Apalachicola river and its tributaries, is used for medicinal purposes because of purity and stability.



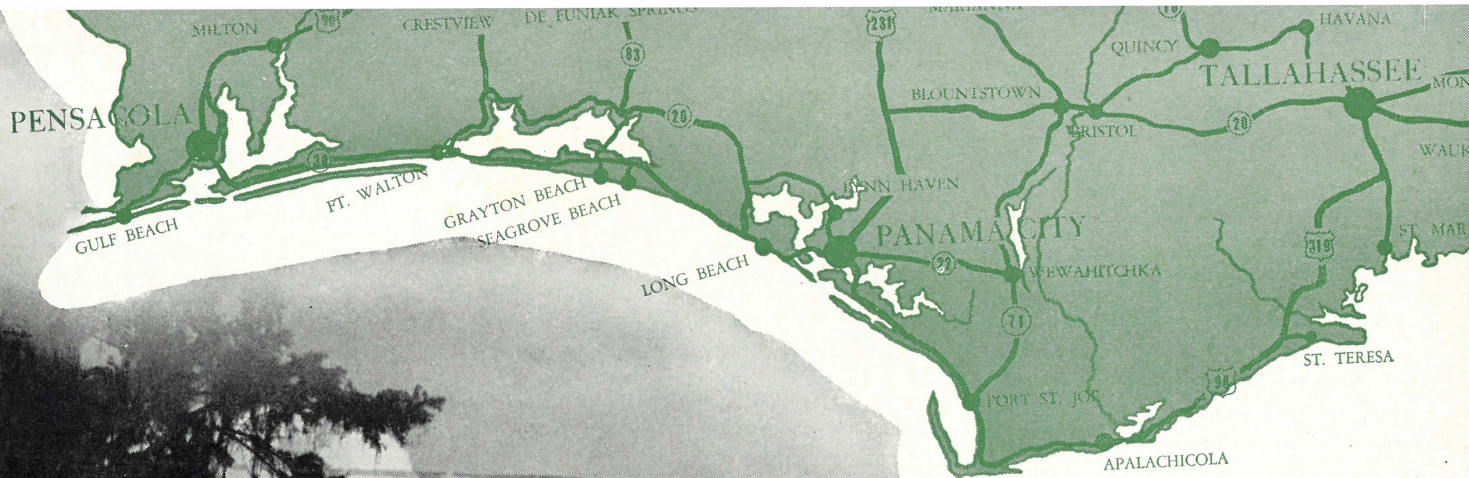


BLOUNTSTOWN MARIANNA

ABOVE—The storied Apalachicola river from atop a bluff in Torreya State Park, the only place where the torrey tree and the Florida yew grow naturally.

BELOW—A guide at Florida Caverns State Park, near Marianna, explains the lore of the unusual caves to members of a university geography class in a cool grotto.





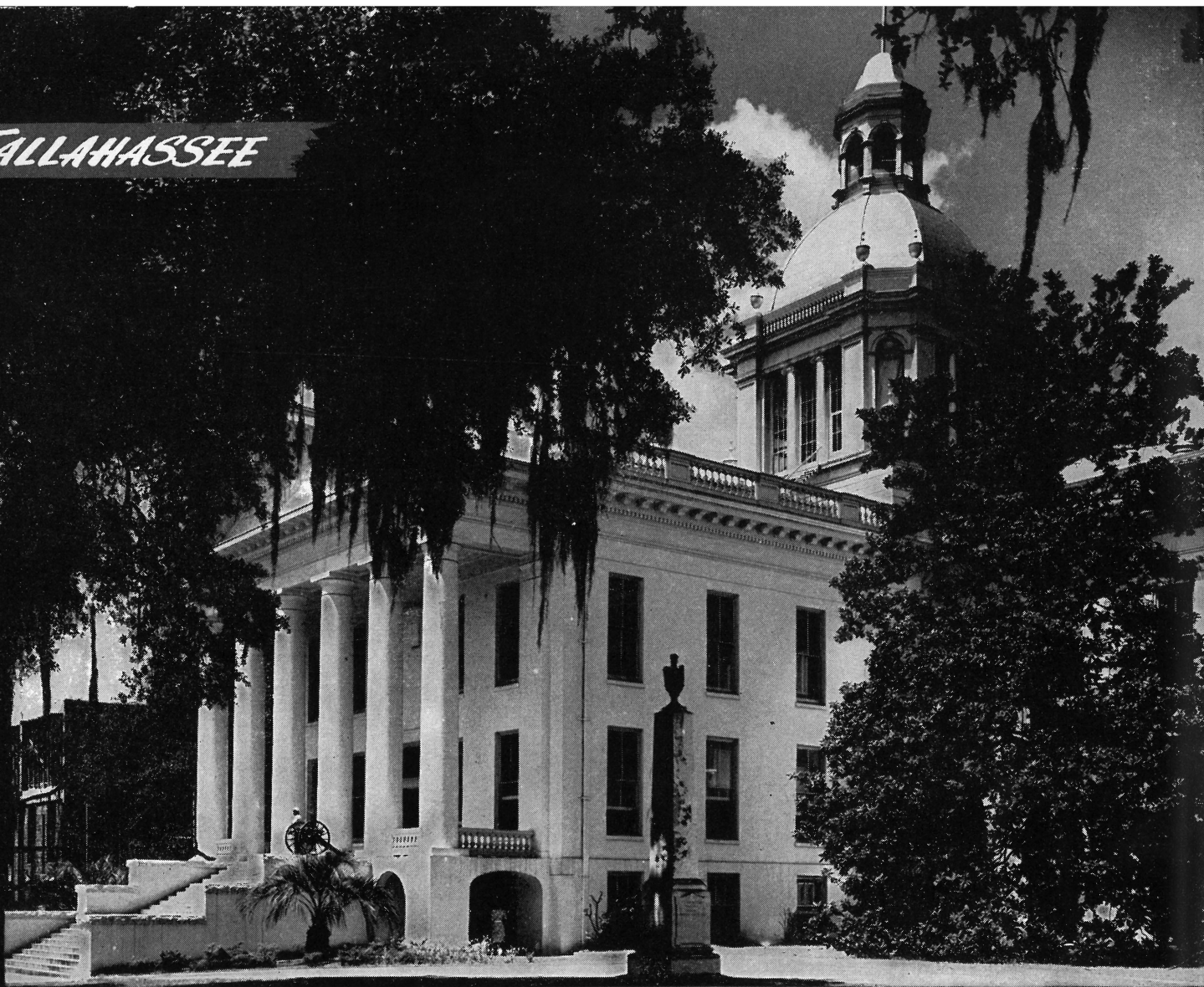
QUINCY

LEFT—The Dead Lakes of west Florida spread over eighty square miles, are the source of great moss bearded cypress still logged by boat, and form a vast hunting and fishing paradise for sportsmen.

BELOW—Representative of Florida's tobacco producing area which extends from Quincy eastward to Live Oak, is this scene within a tended field, where the delicate "wrapper leaf" is protected from the sun by muslin roofed over the fields.



TALLAHASSEE



ABOVE—Center of state government is this beautiful capitol building, about which now has grown a planned center to accommodate growing departments and the needs of a rapidly growing state.

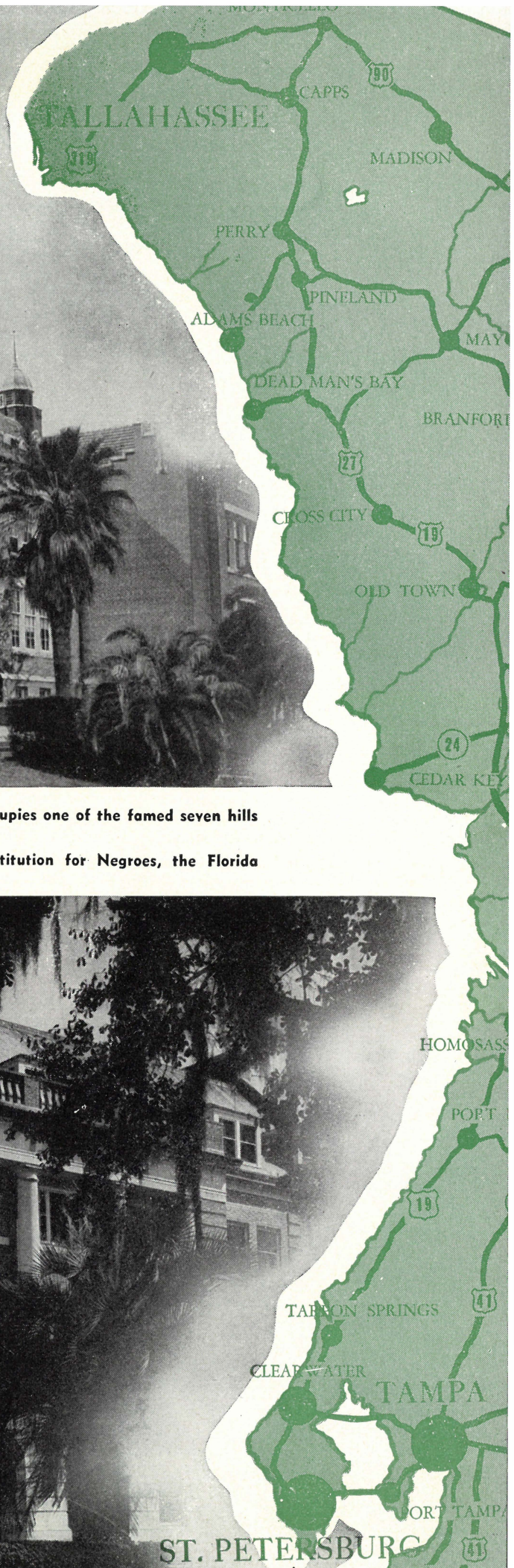
BELOW—Big bass, bream, crappie and other fine food fish abound in the many lakes to provide sports for anglers.

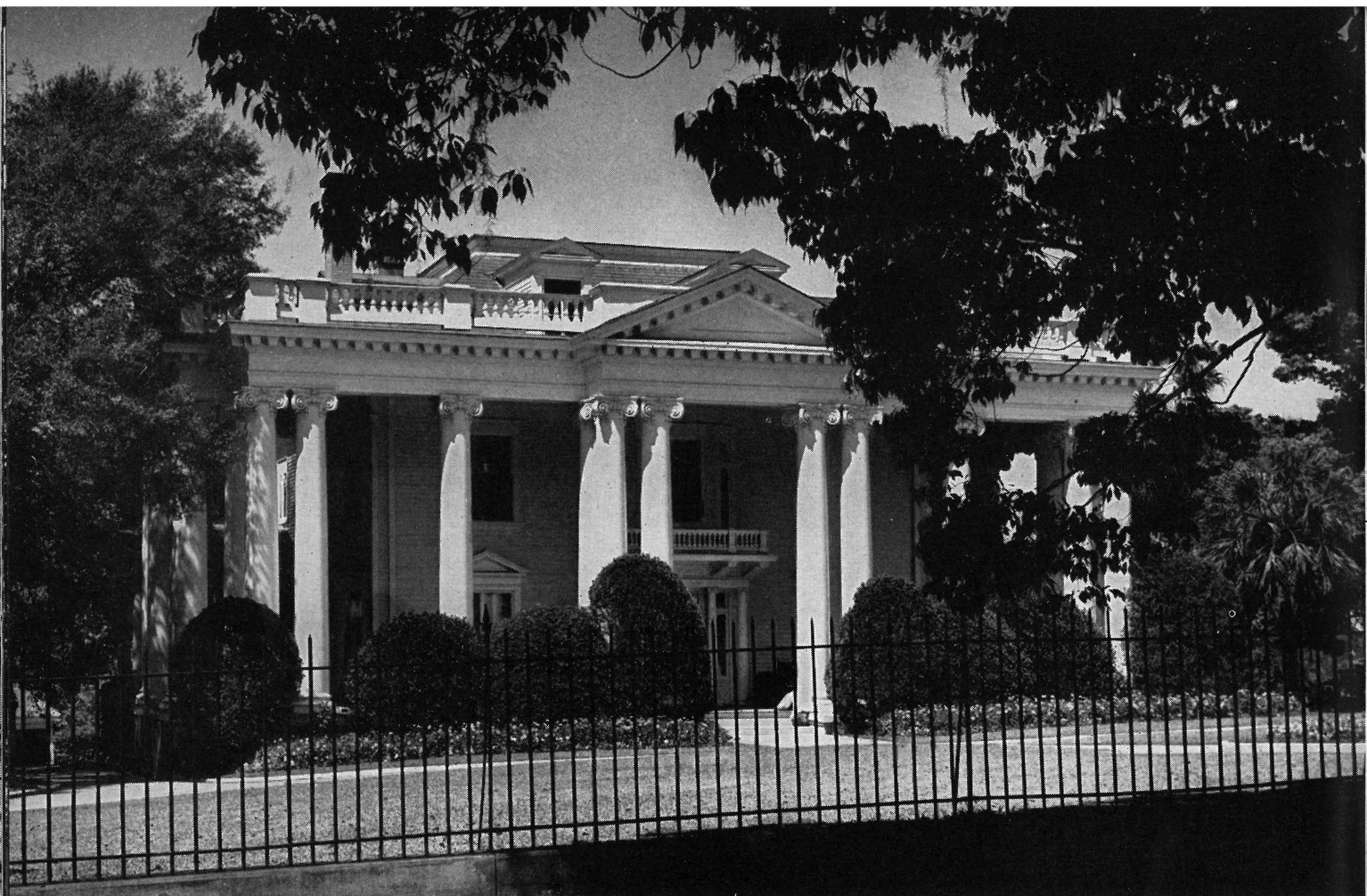




ABOVE—Central building of Florida State University, now co-educational, occupies one of the famed seven hills of Tallahassee. It is representative of Florida's growing educational system.

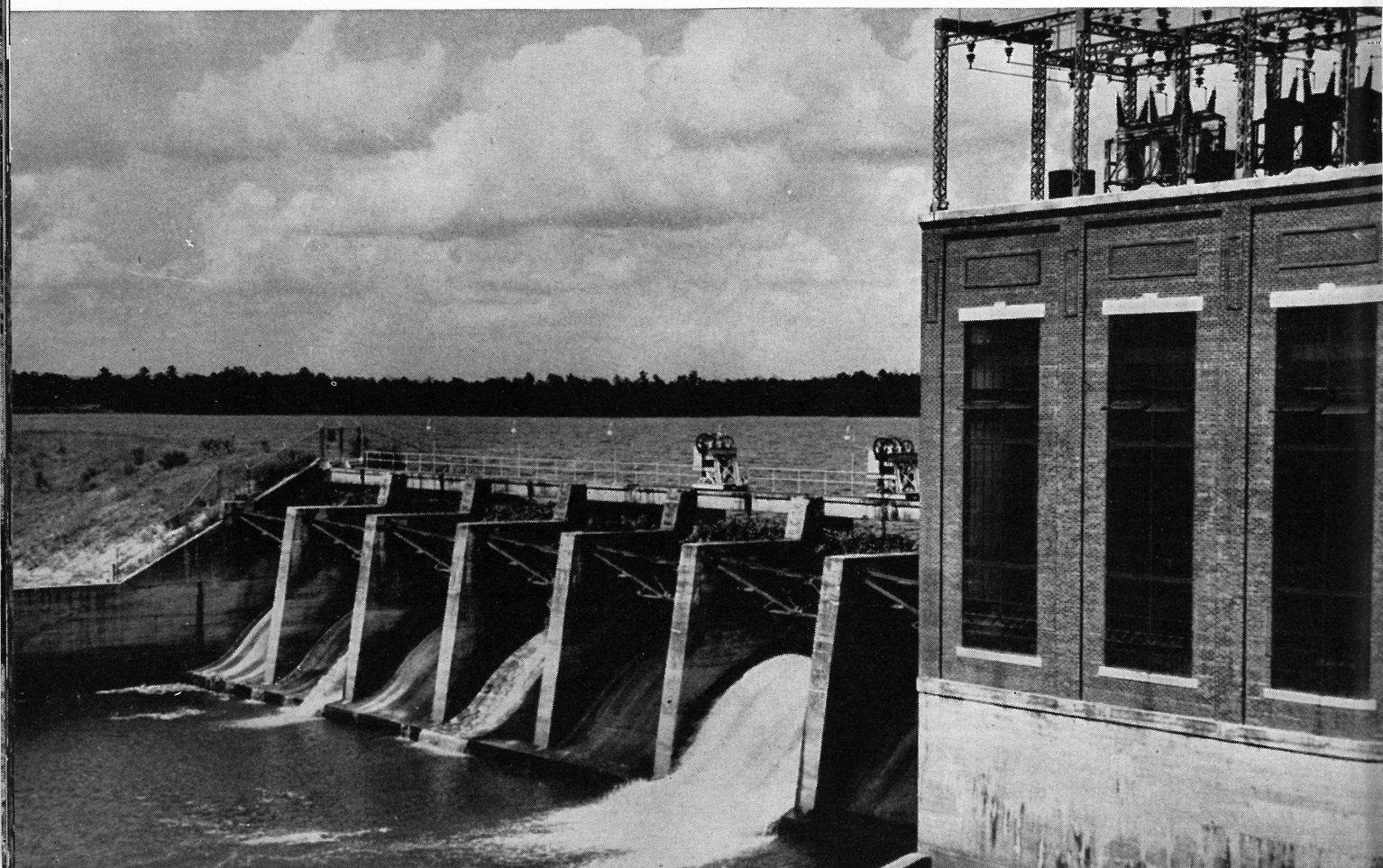
BELOW—In the capital city also is located the state's largest educational institution for Negroes, the Florida Agricultural and Mechanical College.





ABOVE—This stately colonial mansion is the residence of the Governor, in Tallahassee. It is an excellent example of southern architecture.

BELOW—Andrew Jackson once pursued the Indians across this river, and the location since has been designated "Jackson Bluff." It is one of the few power dams in the state.

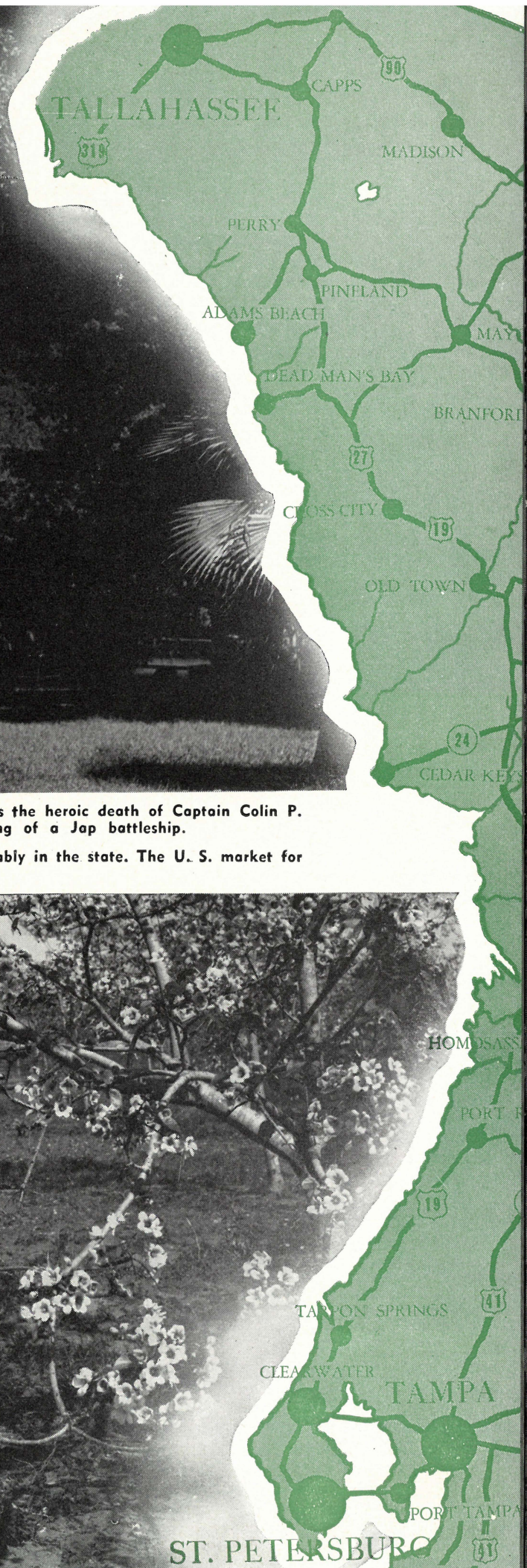




MADISON

ABOVE—This monument, in a downtown Madison park, commemorates the heroic death of Captain Colin P. Kelly, Jr., in the Pacific three days after Pearl Harbor in the bombing of a Jap battleship.

BELOW—A new crop is the "tung tree," which grows well and profitably in the state. The U. S. market for tung oil exceeds \$25,000,000 annually.



LEFT—Woodlands echo in the fall to the "music" of the hound packs as they trail both red and gray fox, which are plentiful. Reynard often takes to the low trees, or winds up the chase in a sandy "gopher" hole.

BELOW—Florida waters are renowned for the many varieties of game fish which abound in them. Here, a cobia, one of the scrappiest of the game fish existing, is brought to boat by two anglers who have trolled far out from the mouth of the Suwannee river, which is near Cedar Keys.

HOMOSASSA





LEFT — Orchids, water plants and palms accent this tropical water course which is Hillsborough River State Park.

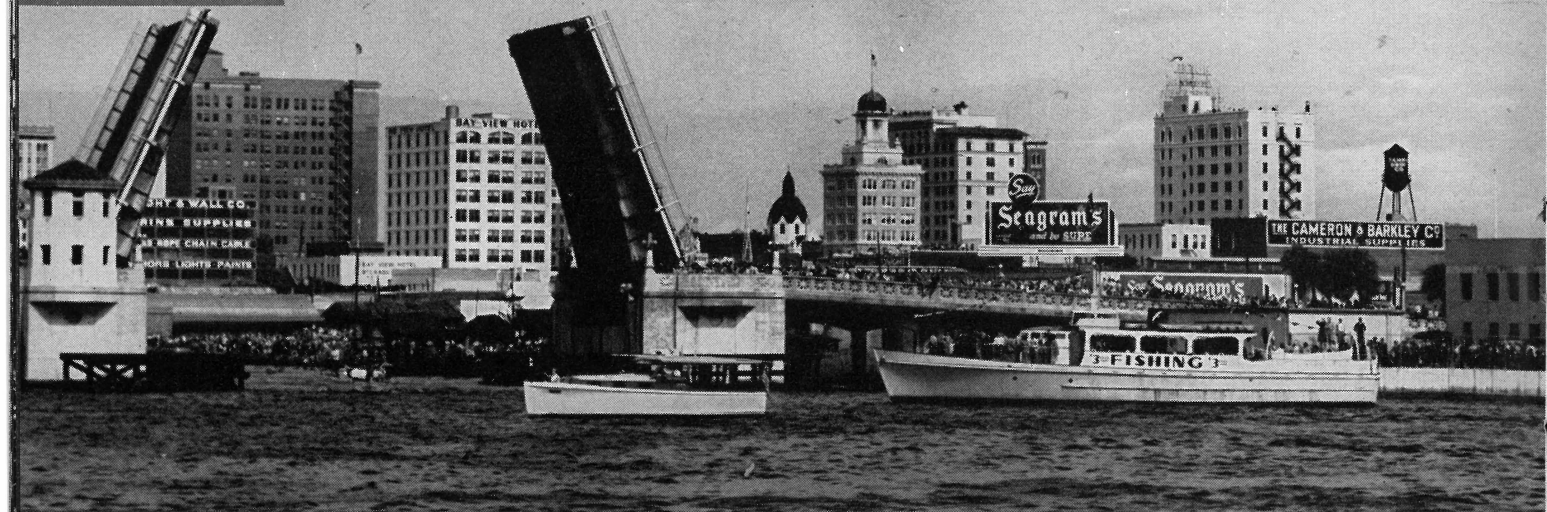
BELOW—Like a scene from the Greek Mediterranean is Tarpon Springs, home of the colorful sponge industry shown here in an aerial view of the harbor.



TARPON SPRINGS

ST. PETERSBURG

TAMPA



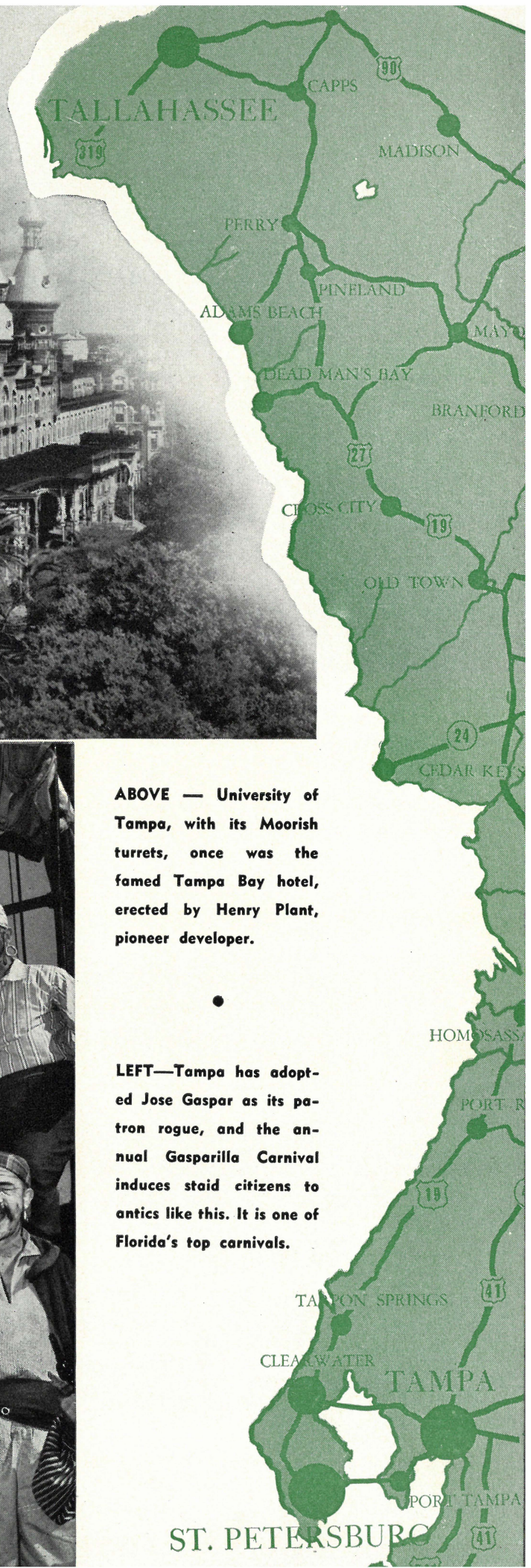
Tampa's skyline reflects its business, industrial development and prominence as a port of the west coast.



ABOVE—Busy scene in a cigar factory of Ybor City, Tampa suburb, indicative of the industry which migrated from Cuba to this country.

BELOW—Historic DeSoto oak, under which it is said he held conference with the Indians in 1539.



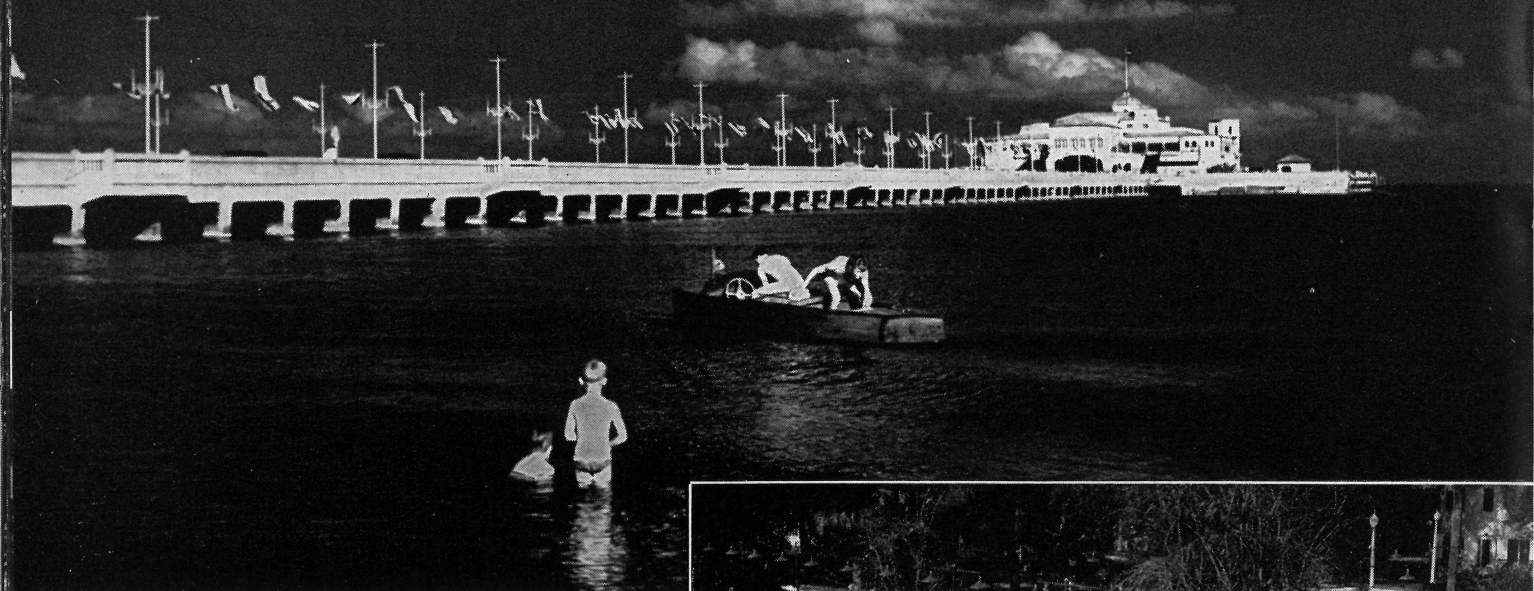


ABOVE — University of Tampa, with its Moorish turrets, once was the famed Tampa Bay hotel, erected by Henry Plant, pioneer developer.

LEFT—Tampa has adopted Jose Gaspar as its patron rogue, and the annual Gasparilla Carnival induces staid citizens to antics like this. It is one of Florida's top carnivals.



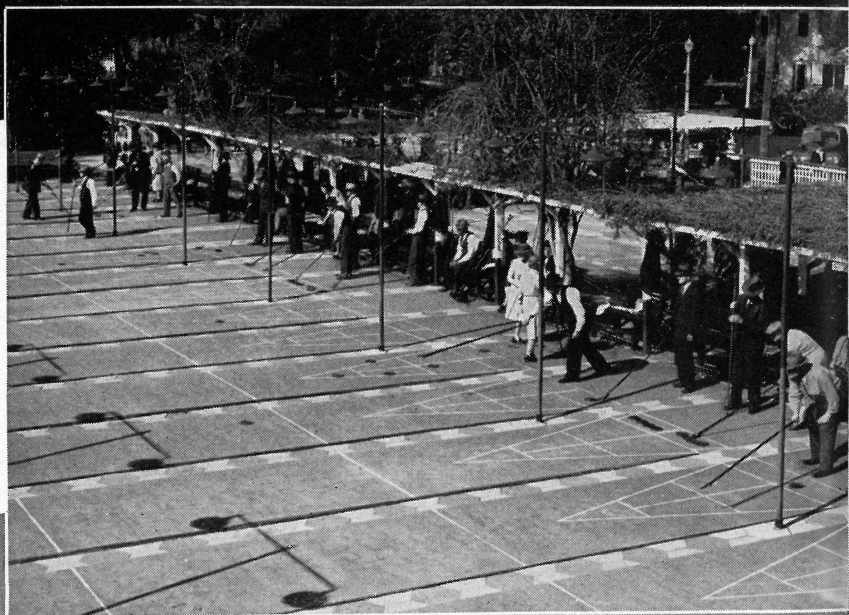
ST. PETERSBURG

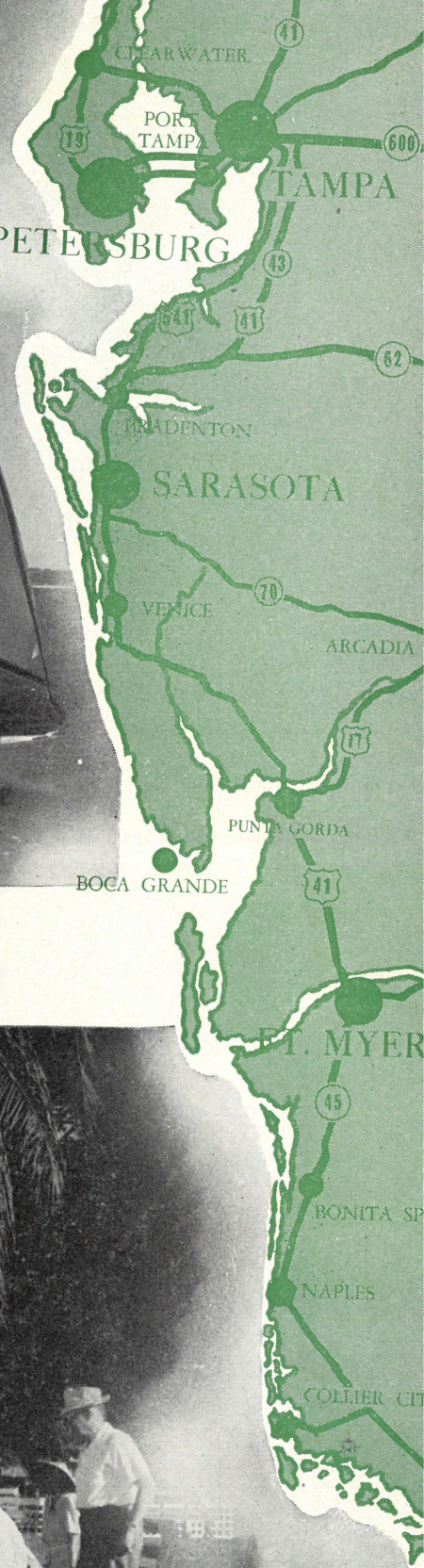


ABOVE—St. Petersburg's pier is the focal point for conventions and many civic activities for visitors.

RIGHT—Shuffleboard is one of the most popular recreations in many cities of the state.

BELOW—Beaches like this are the gathering place for visitors seeking enjoyment and health in the sun.





ABOVE—Sailing in the blue Atlantic, warm waters of the Gulf, or broad expanses of rivers and lakes—only Florida offers all!

BELOW—The unusual game of lawn bowling. From England come crack teams to compete with Florida's best.

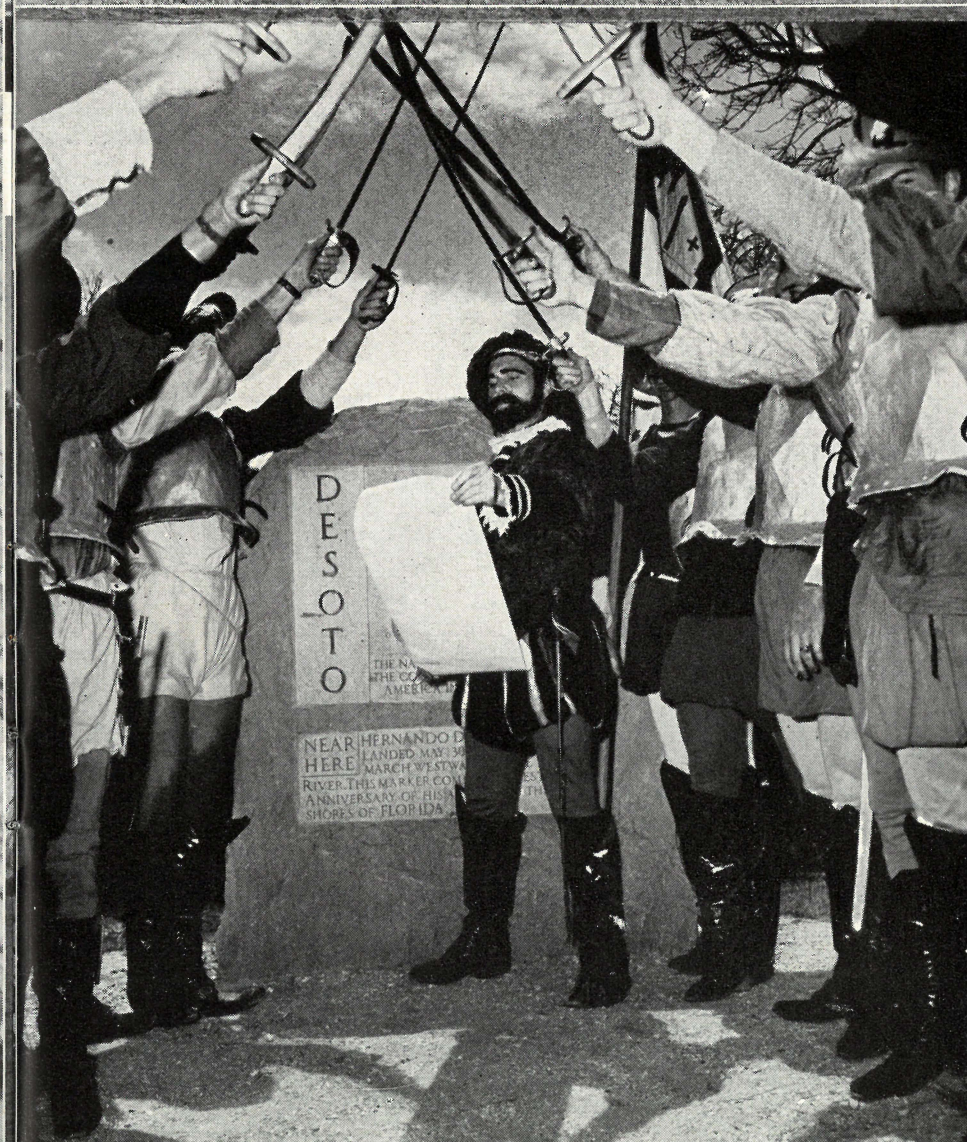
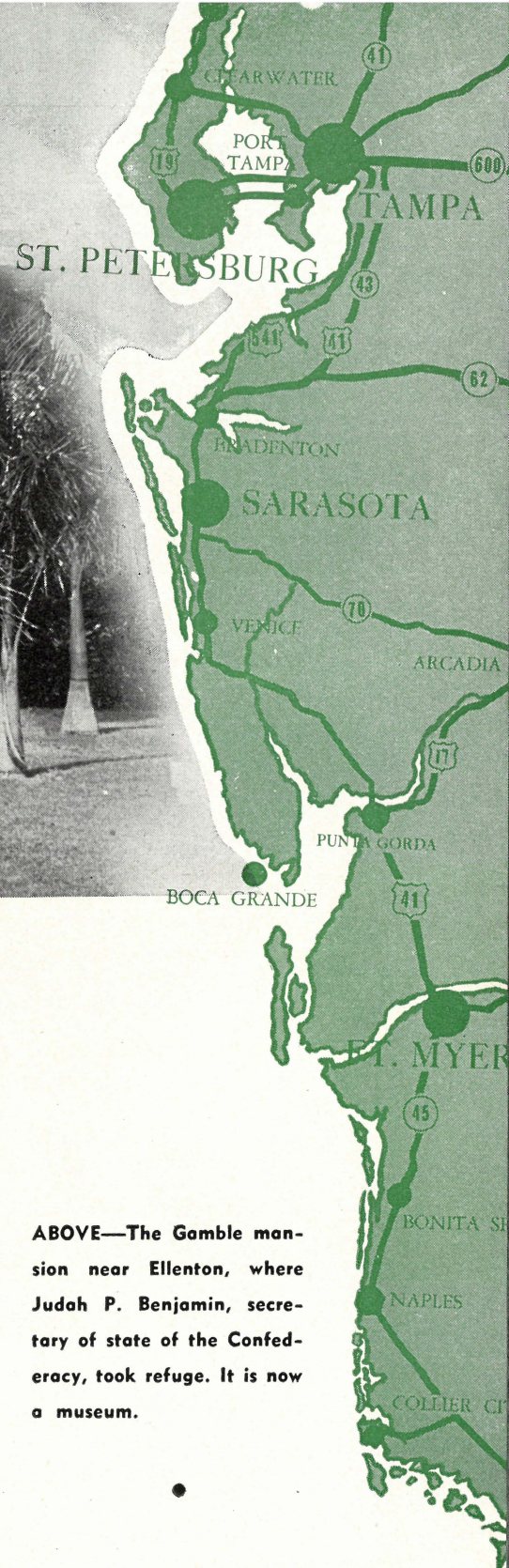
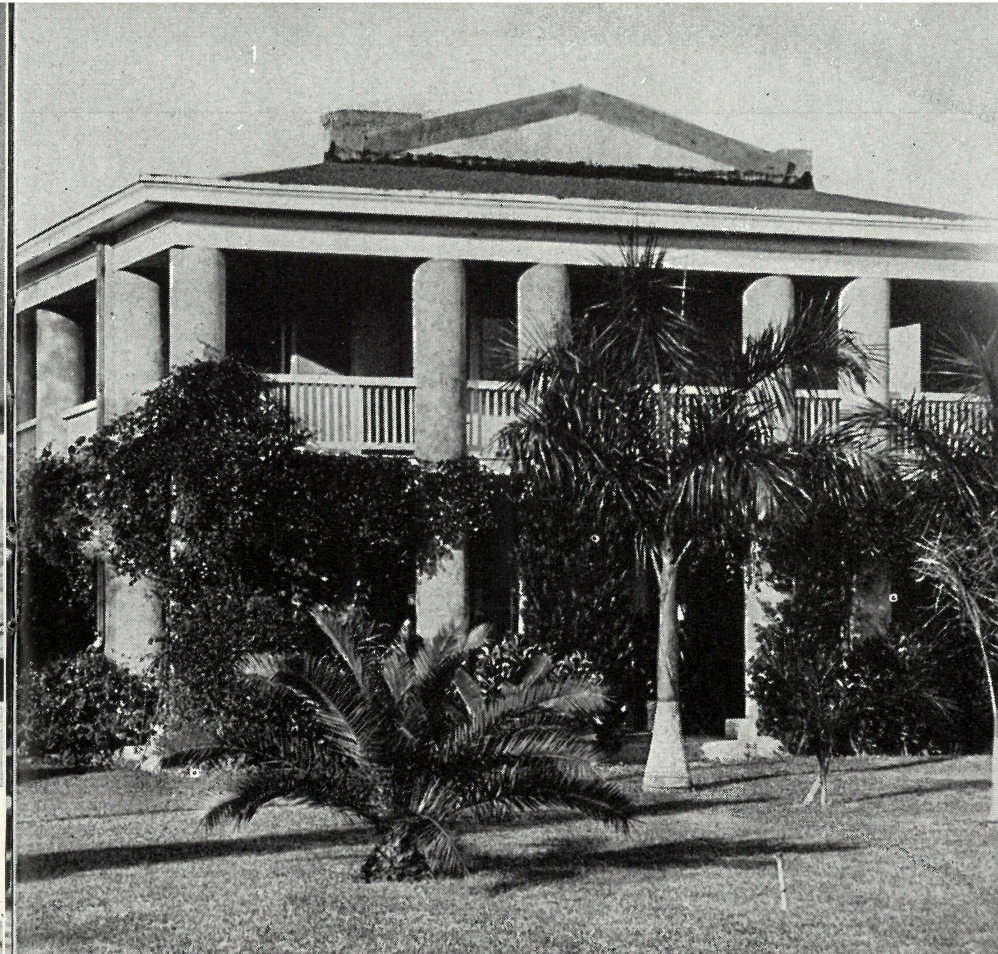




ABOVE—On hard packed beaches horseback riding becomes a thrilling sport, as mounts splash through the surf and the breezes add to the zest of a morning ride.

BELOW—Who cares the time? Still, this lovely clock-like formation of beach beauties is meant to indicate it's time to come to Florida.



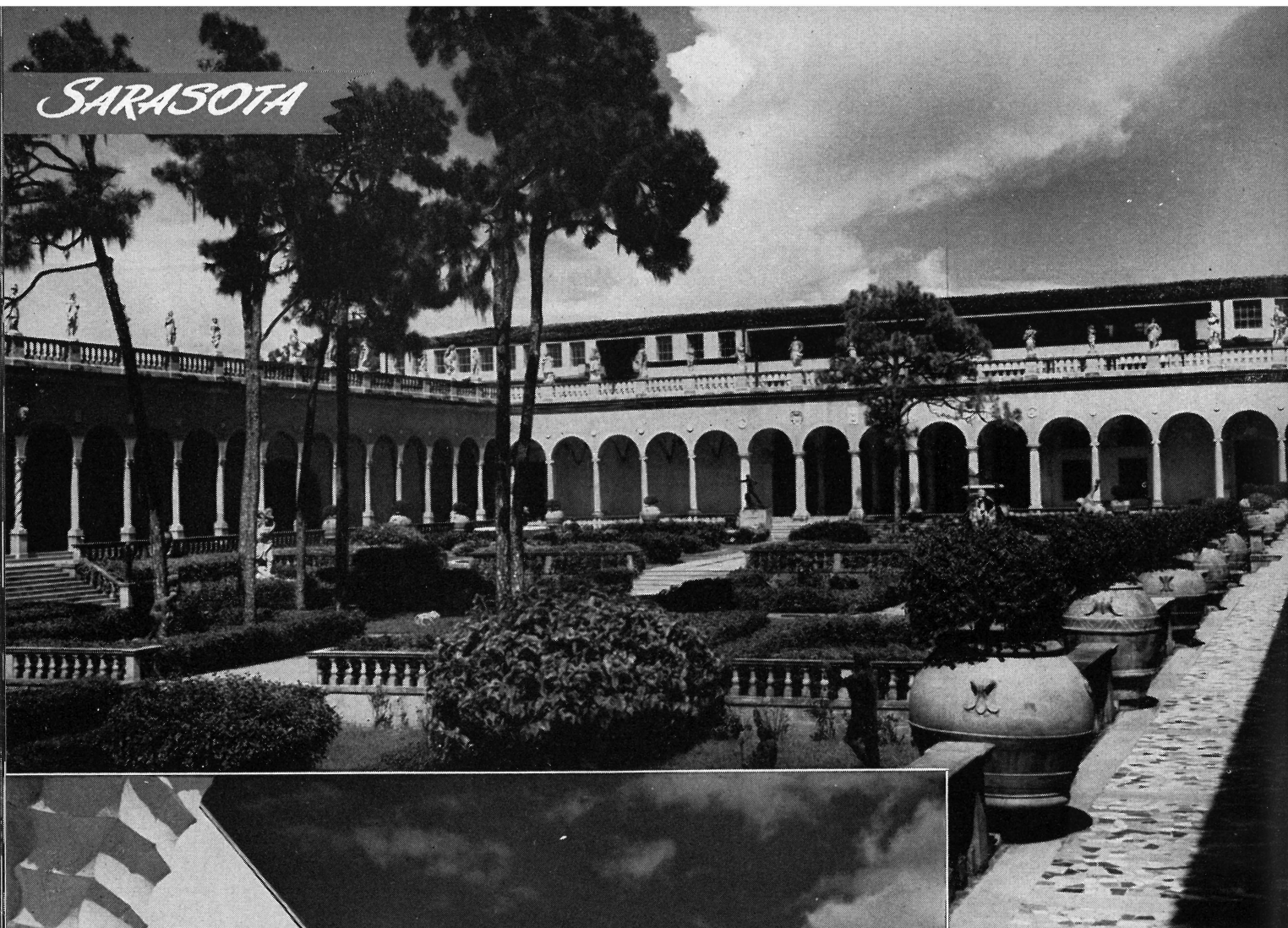


ABOVE—The Gamble mansion near Ellenton, where Judah P. Benjamin, secretary of state of the Confederacy, took refuge. It is now a museum.

LEFT—Commemorating the landing of DeSoto, residents of Bradenton re-enact the event at the monument which denotes the landing site, in 1539.

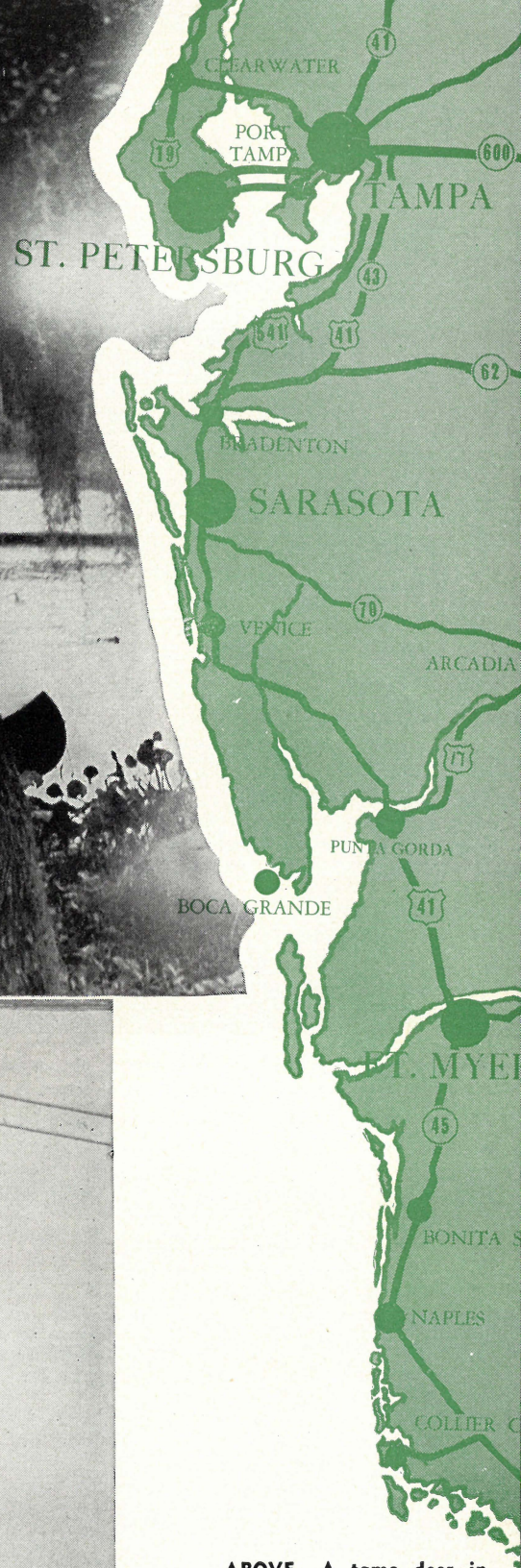
BRADENTON

SARASOTA

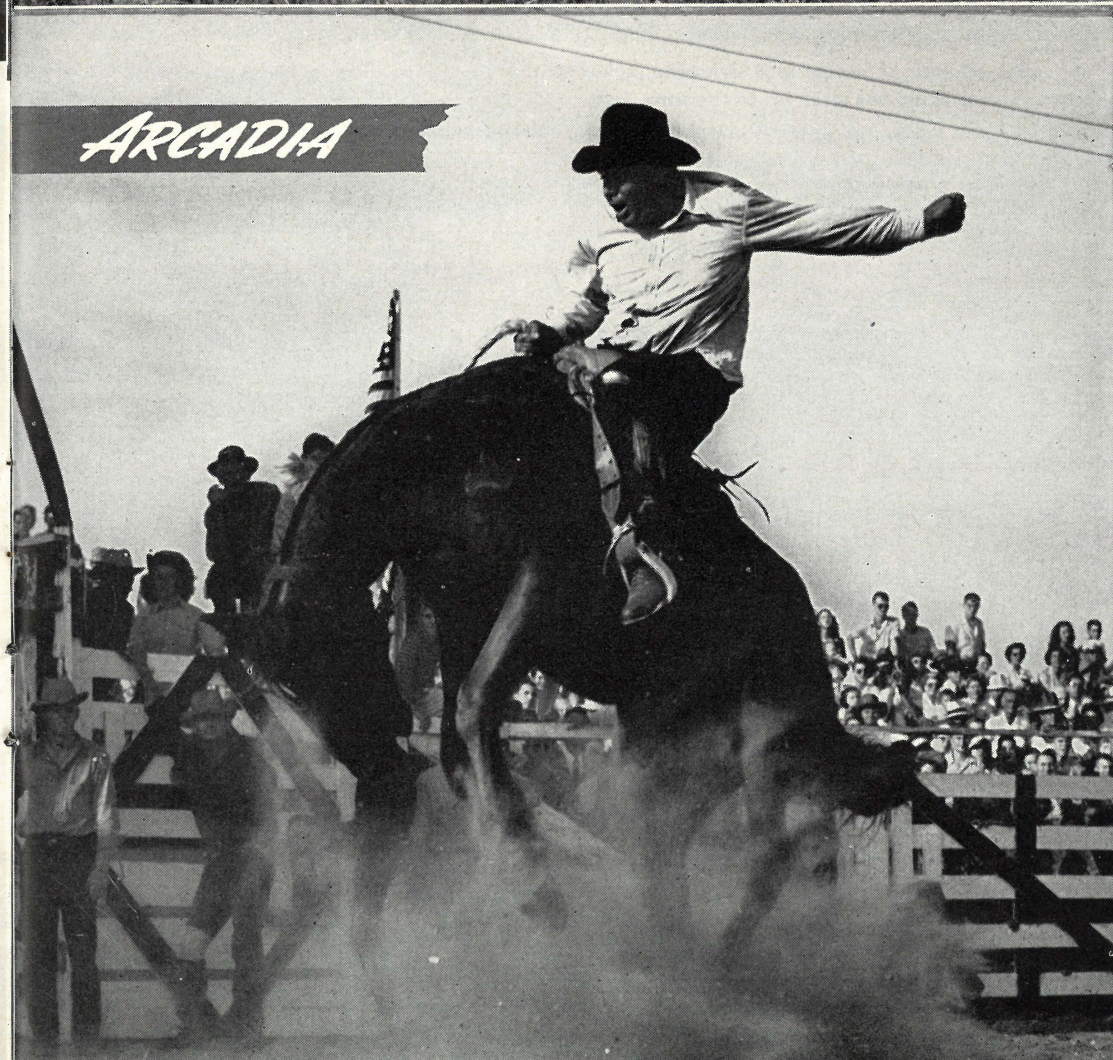


ABOVE — Displayed in the palatial Ringling Art Museum at Sarasota are art treasures of the world. The museum now is the property of the state. Its treasures are valued at 40 million dollars and the museum is considered the second largest of this country.

LEFT — The famed Lido is the center of resort activity in the Sarasota area. Framed by huge seahorses, the structure terraces down to the smooth beaches of the Gulf. In Sarasota also is the winter home of the Ringling circus, open to visitors during the winter months.

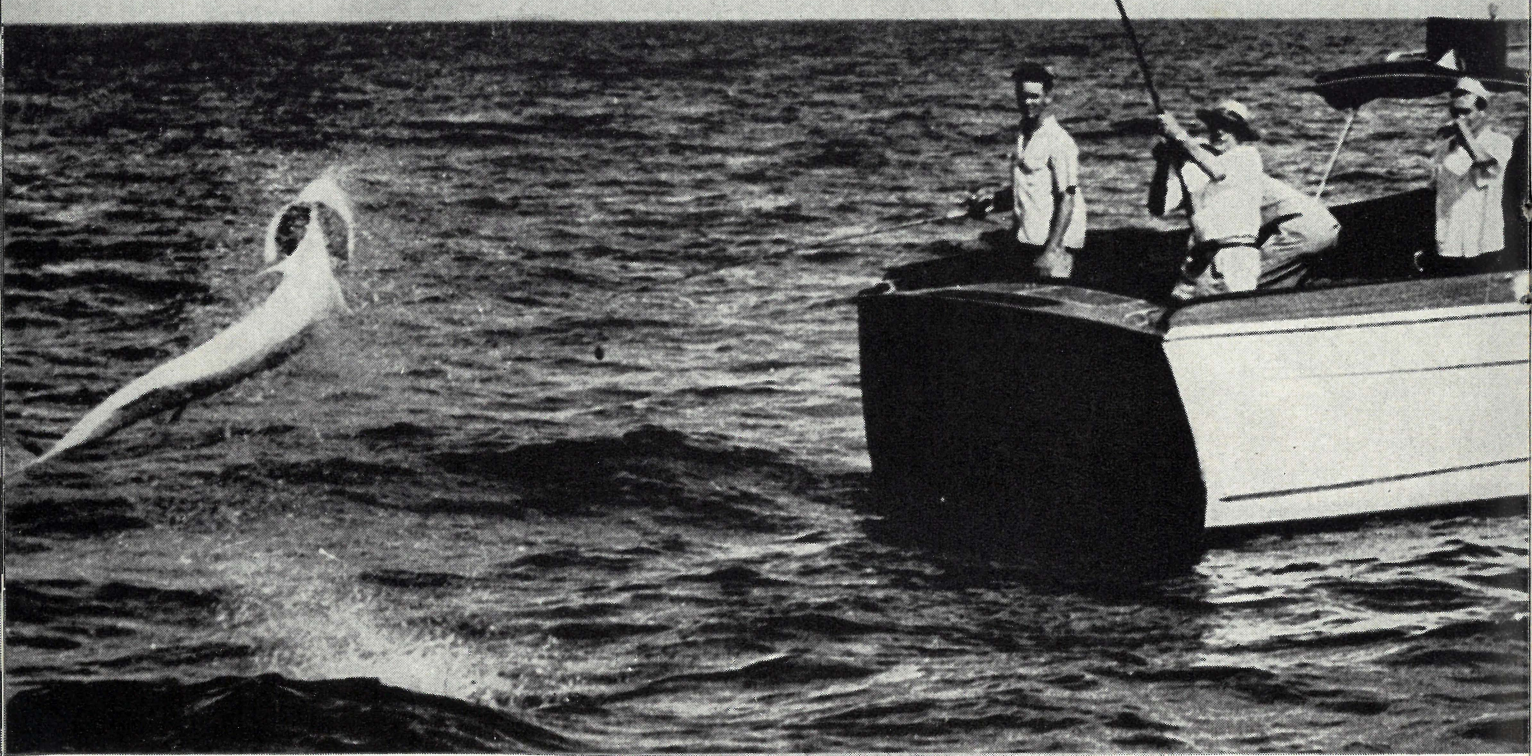


ARCADIA



ABOVE—A tame deer in the Myakka River State Park, 25,000 acre preserve through which the Myakka river flows.

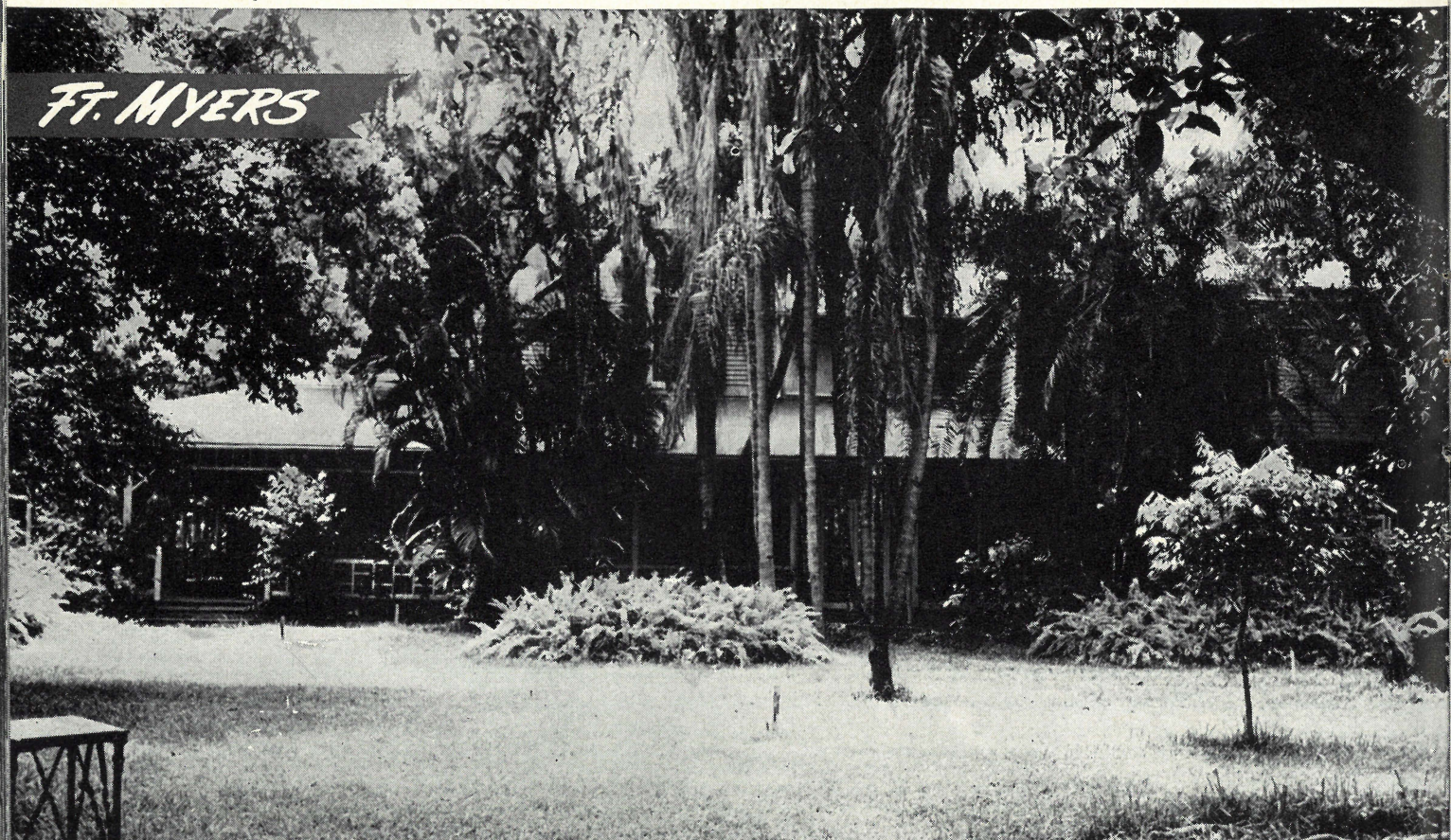
LEFT—A bronco fans the dust in one of the many rodeos held each year throughout Florida's cattle raising country. The state's rapidly growing cattle industry is wide-flung.

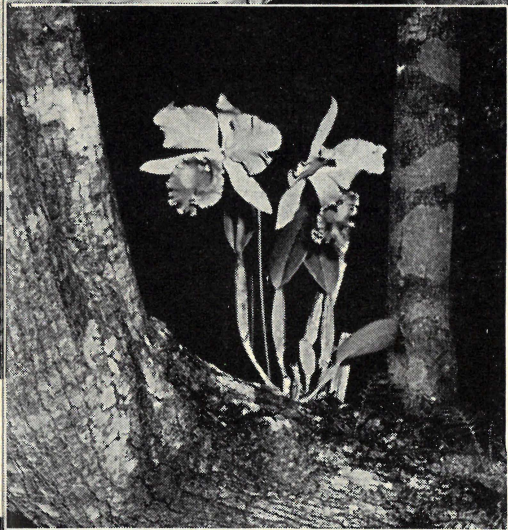
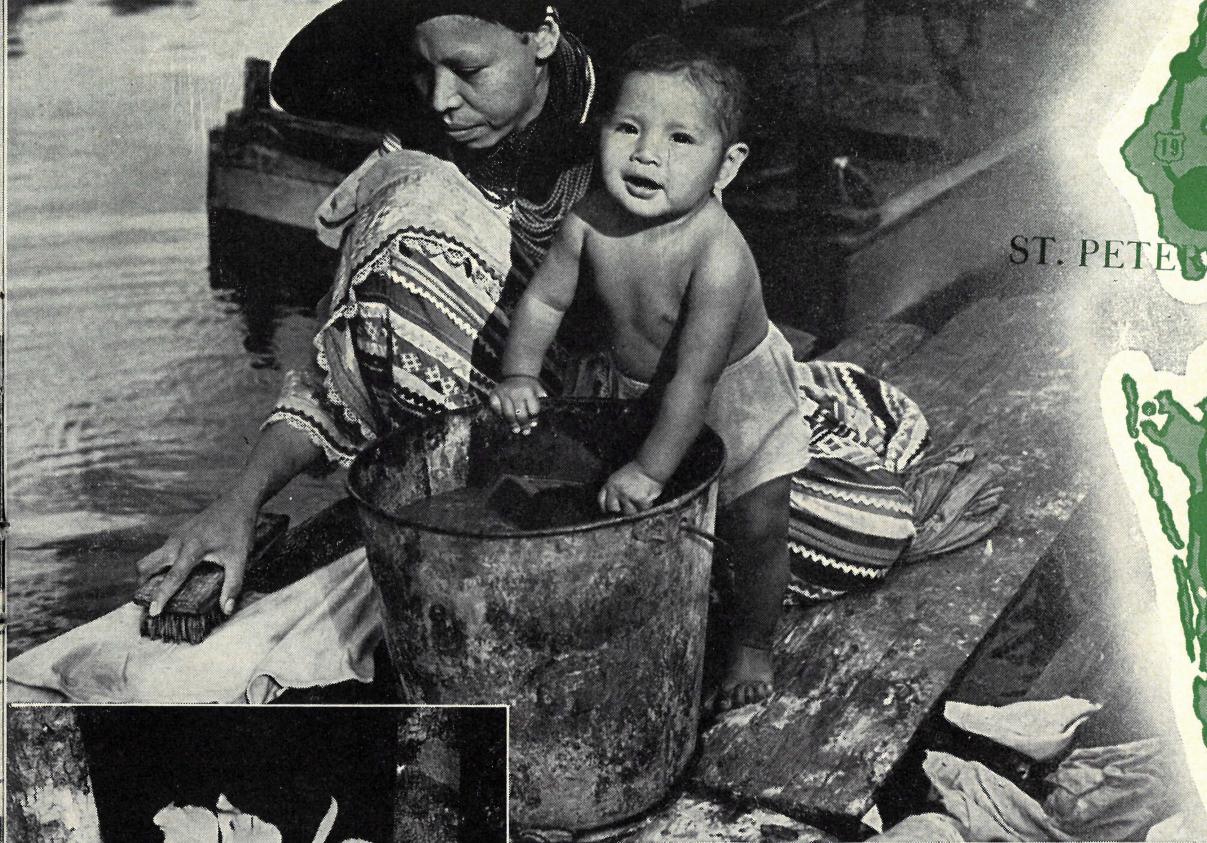


ABOVE—The great silver king tarpon, mercurial mixture of weight and dynamite, takes to the air shaking like a bulldog in an effort to free himself. The tarpon, caught in all sizes, is considered the peer of all fighting fish.

BELOW—The Fort Myers home of Thomas A. Edison, where the great inventor vacationed, worked and contributed to civic activity, now is a shrine to his memory.

FT. MYERS

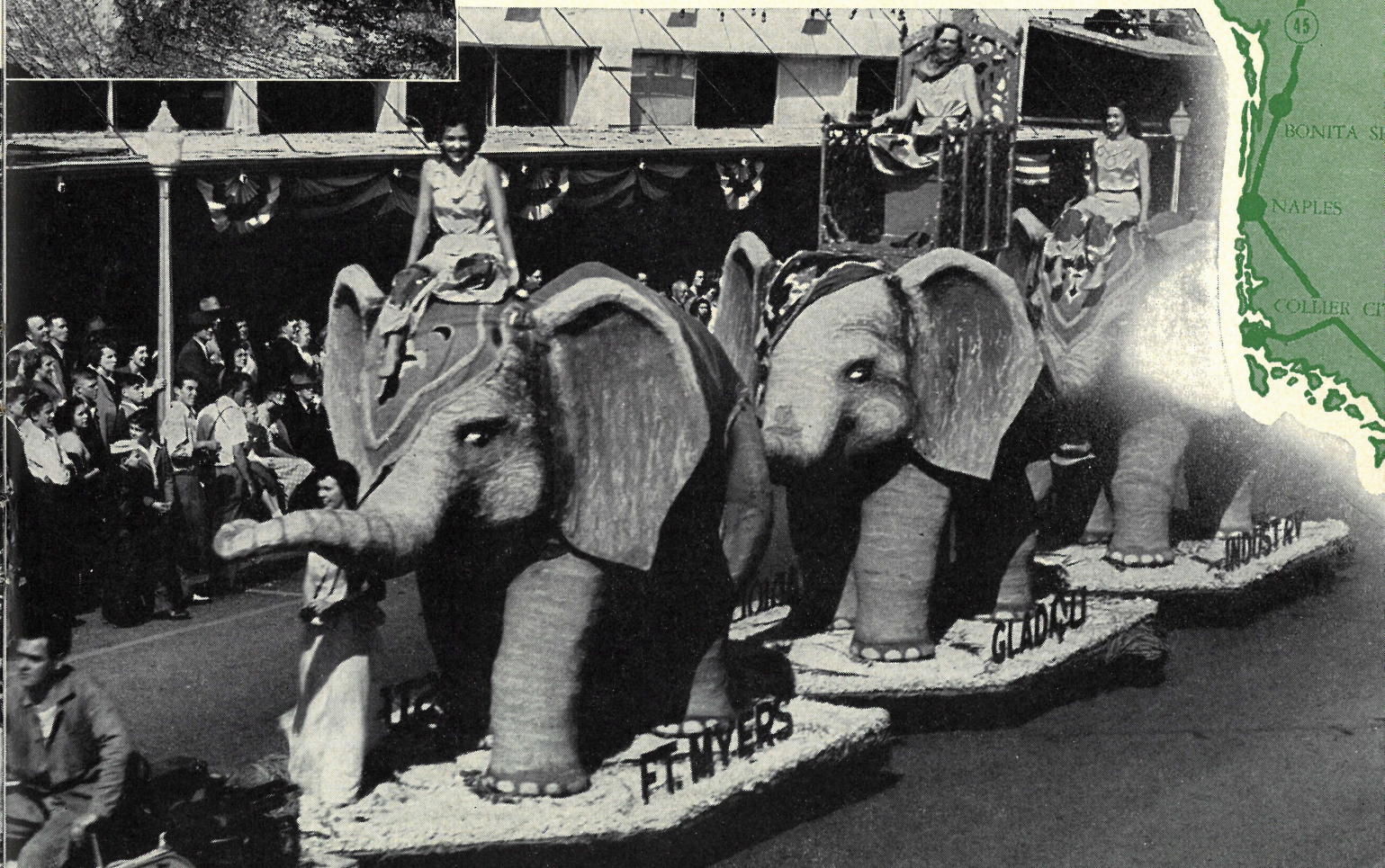




ABOVE—Seminole women still do the family wash by the side of the canals. Here "junior" lends a splash to the work.

LEFT—Wild orchid growing in the cleft of a tree in the Everglades.

BELOW—Part of the parade with which the annual "pageant of light" is observed each year at Fort Myers.



LIVE OAK



ABOVE—Florida's Suwannee river, famed in song and story, forms this peaceful scene as it courses its way from the Okefenoke swamp lands to the Gulf.

●

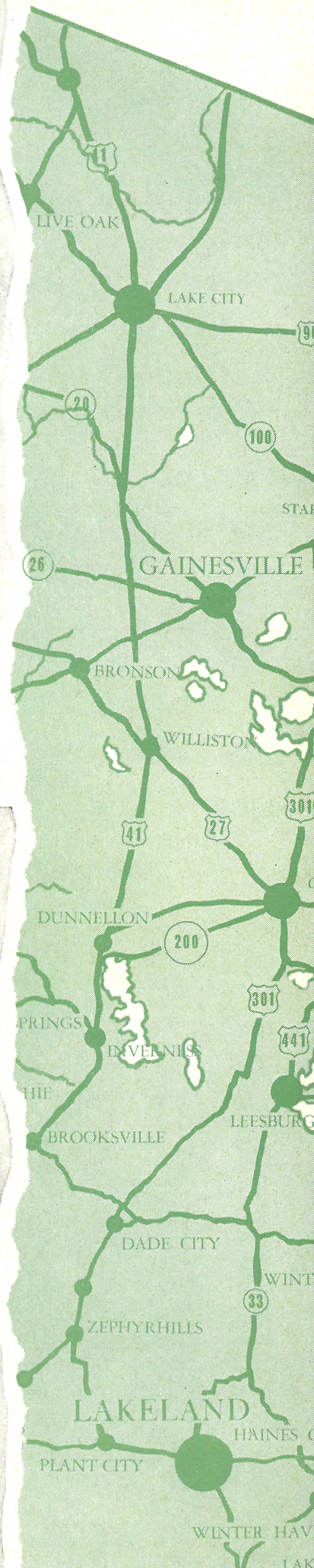
LEFT—These are the pine lands, upon which Florida has built a strong foundation for its economy. Because they grow rapidly for pulpwood, the slash pines are produced as crops.

LAKE CITY



ABOVE—This monument is at scene of battle during the War Between the States, at Olustee. It is at the entrance to Osceola National Forest.

BELOW—Boating on the Santa Fe river, Camp O'Leno State Park, near High Springs where facilities are available to group campers.



GAINESVILLE



ABOVE — Buildings of the beautiful University of Florida campus at Gainesville, which covers 1,500 acres, in addition to a memorial forest of like size for use of its school of forestry.



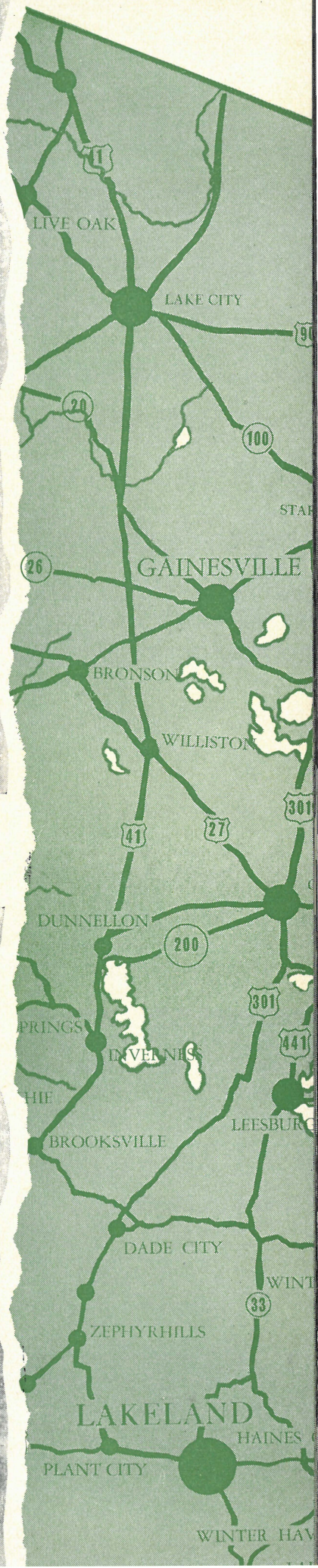
LEFT — One of Florida's beautiful state parks, Gold Head Branch, near Starke, where crystal springs form a stream which flows through a flower laden ravine to form this lake. It is located in the north central lake region of the state.

OCALA



ABOVE—Through sun drenched trails like this go hunting parties seeking the thrill of deer and bear hunting in Florida.

BELOW—At Juniper Springs recreational area, in the Ocala National Forest, camping and recreational facilities are available. This great forest covers 430,000 acres, including a 78,000 acre game refuge.





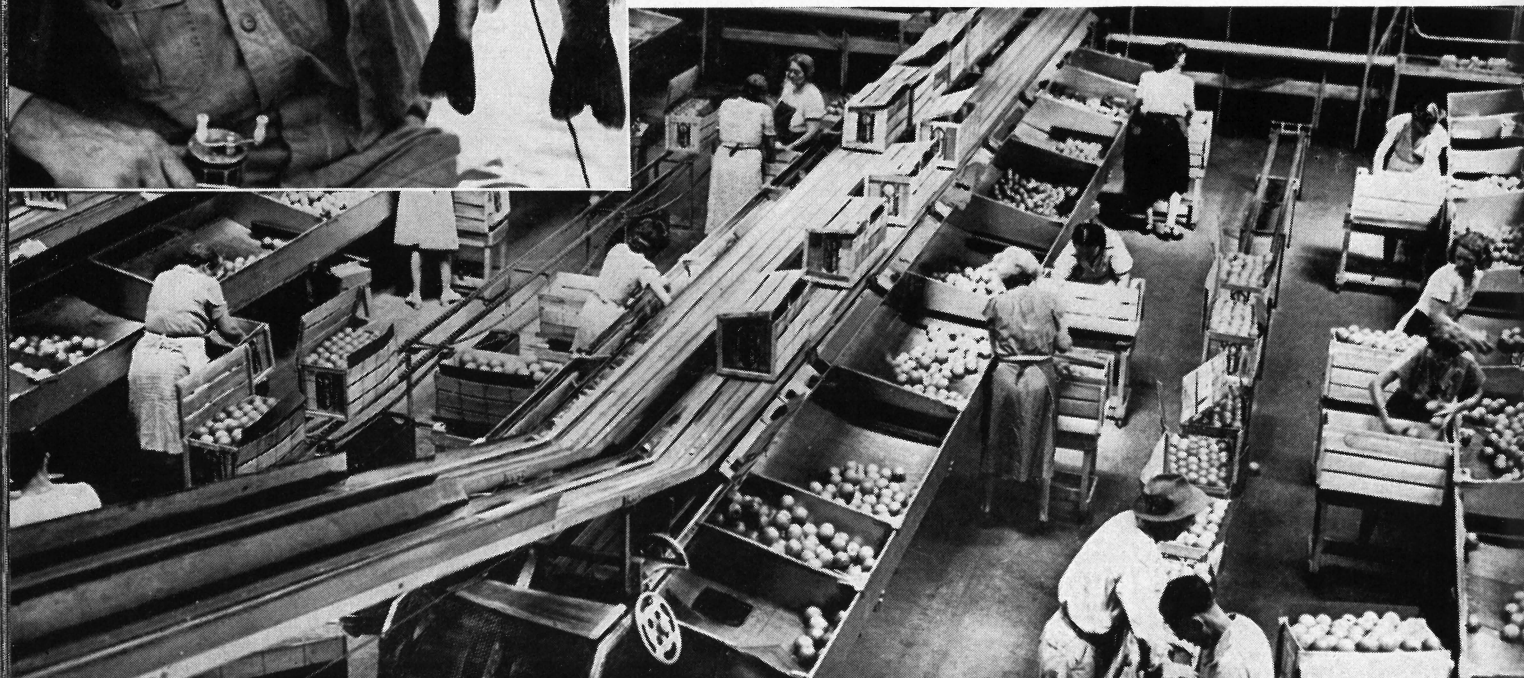
LAKELAND



ABOVE—Skyline of Lakeland, called the capital of Florida's great citrus industry and in the heart of the central Florida growing section.

LEFT—Who wouldn't smile over such a catch of big-mouth bass as this angler holds up for inspection?

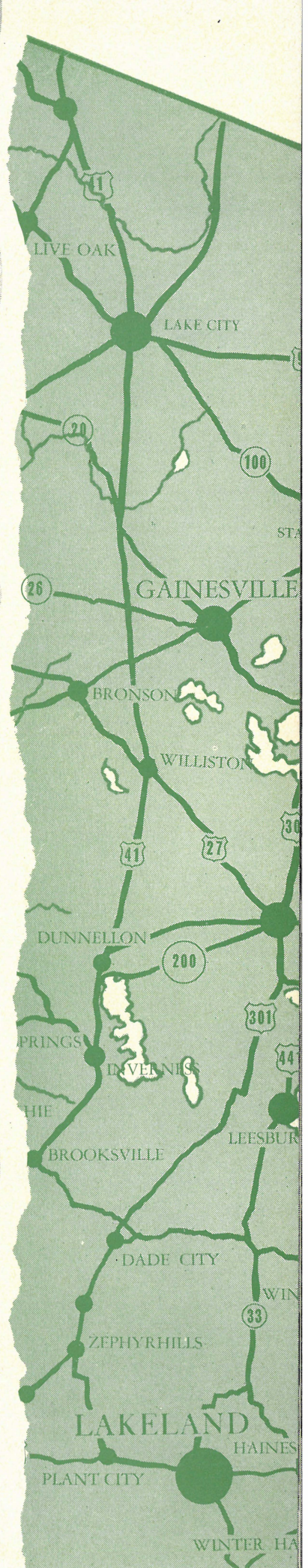
BELOW—A typical citrus packing plant, where the fruit is sorted, graded and boxed for market.

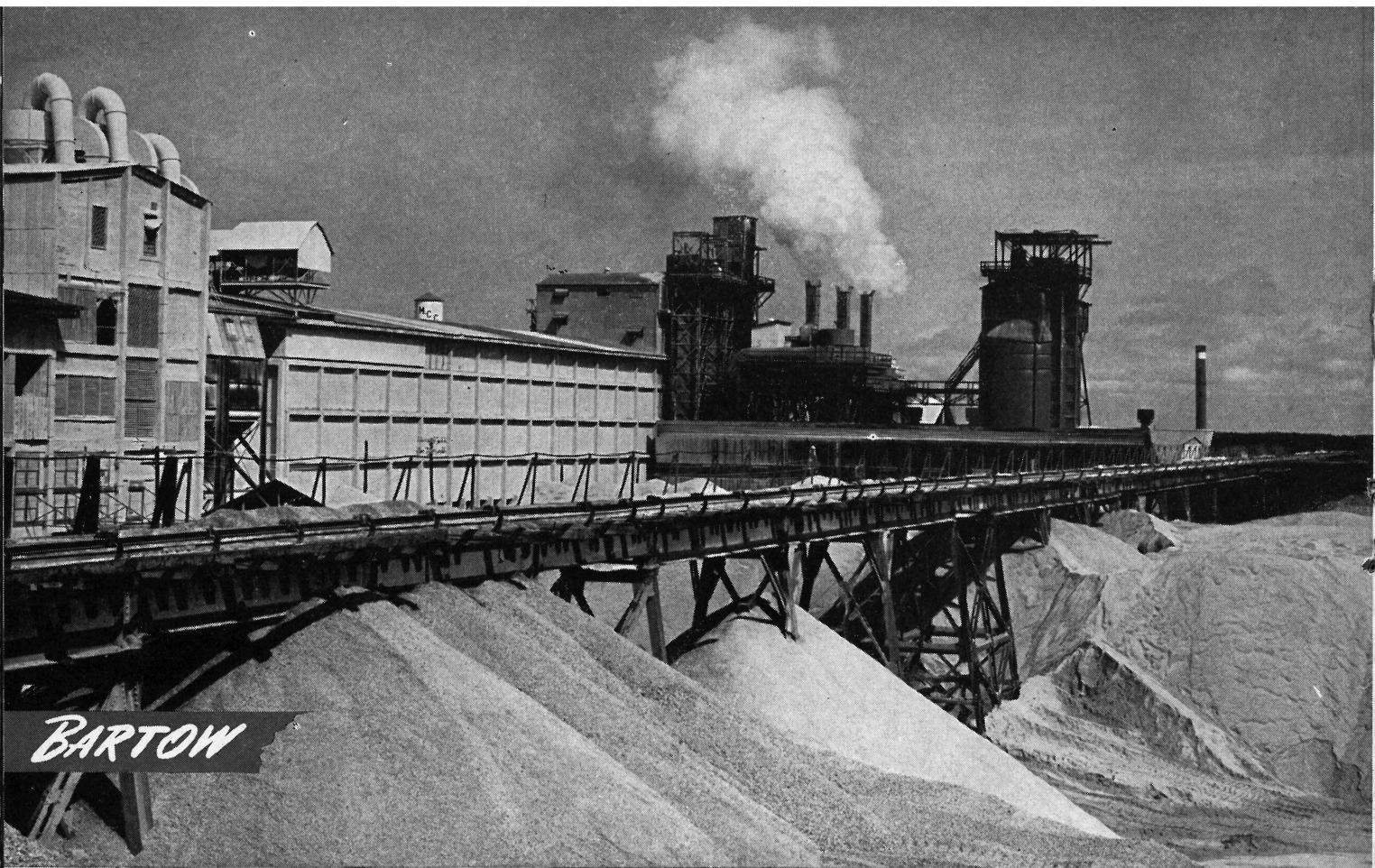




ABOVE—Striking architecture typifies the design which Frank Lloyd Wright laid out for the building program of Florida Southern College, where students also aid in the construction. The school is at Lakeland.

BELOW—From processing plants like this is shipped great quantities of canned citrus segments and juices throughout the world.





BARTON



ABOVE — From prehistoric deposits of Bone Valley, where monstrous shovels now take carload bites from the earth, comes a large part of the world's supply of phosphate for agriculture and for industrial use.

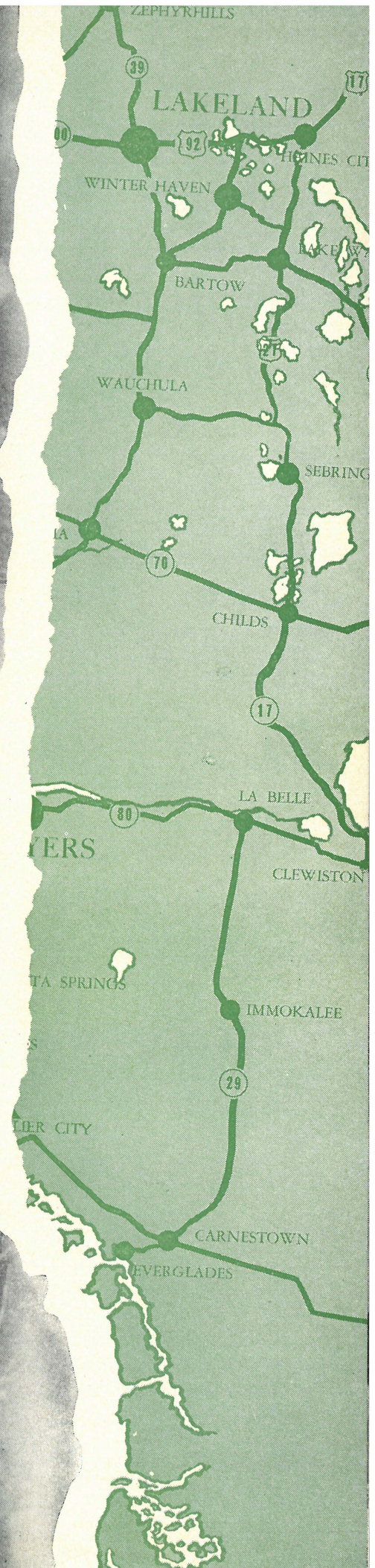
LEFT—The Mountain Lakes Sanctuary and Singing Tower are shown framed through native pine and palm near Lake Wales. The tower, built by Edward William Bok as a memorial to his grandparents, contains seventy-one carillon bells, which weigh 125 thousand pounds.

EVERGLADES

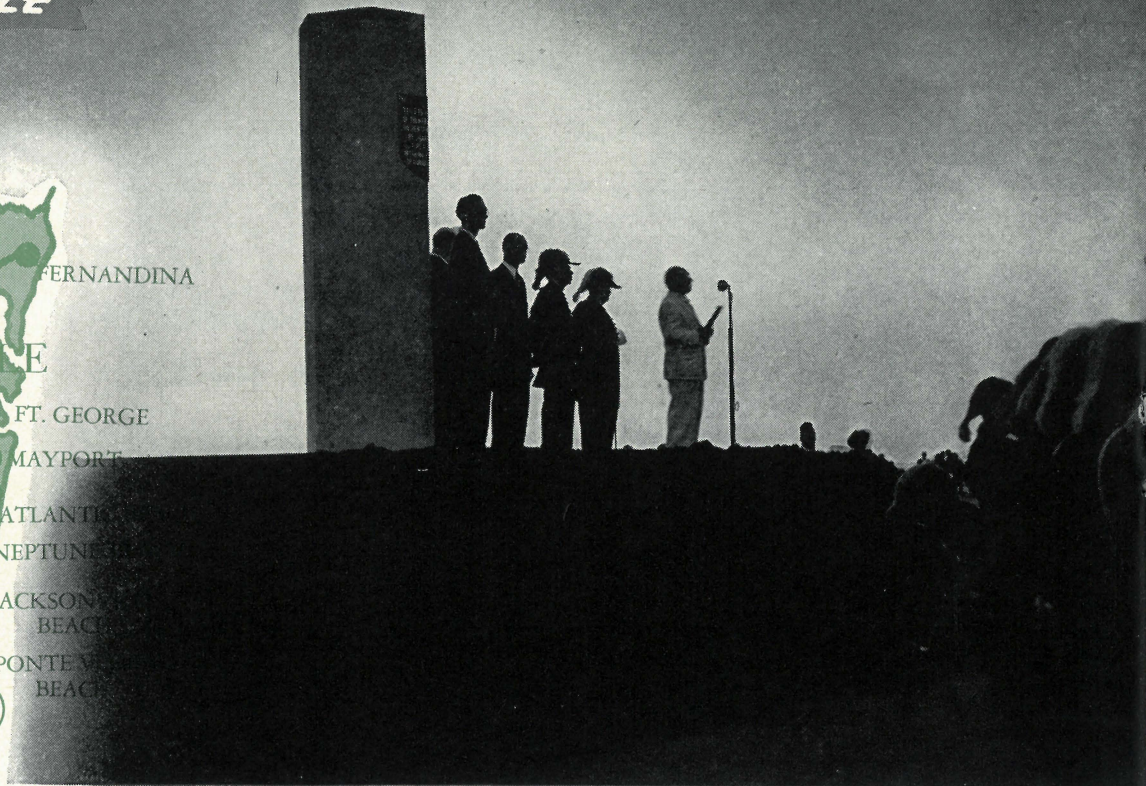
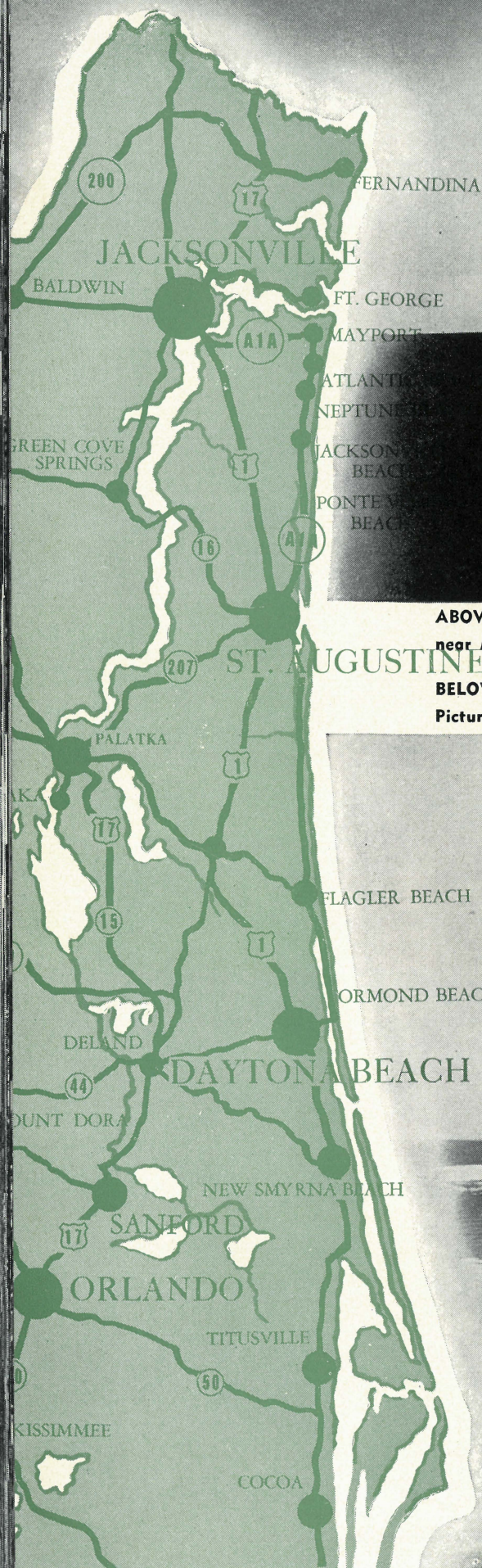


ABOVE—Waving sawgrass plains, accented with palmetto clumps, stretch to the horizon in the Everglades of south Florida. This scene is in the Everglades National Park.

BELOW—Two baby egrets warily eye the camera from their nest in an Everglades rookery. Once almost extinct from the inroads of the "plume hunters," the birds now find protection in sanctuaries.



JACKSONVILLE



ABOVE—The Ribaut monument, erected to commemorate the arrival of Huguenot colonists near Mayport in 1562, is the scene each year of Easter sunrise services.

BELOW—Old gun mounts on the historic fortress, at Fort Clinch State Park, near Fernandina. Picturesque sand dunes and hammock growth add to its primitive beauty.





ABOVE—Jacksonville's dramatic skyline rises above the broad St. Johns river, with the newest of her two highway bridges at the right.

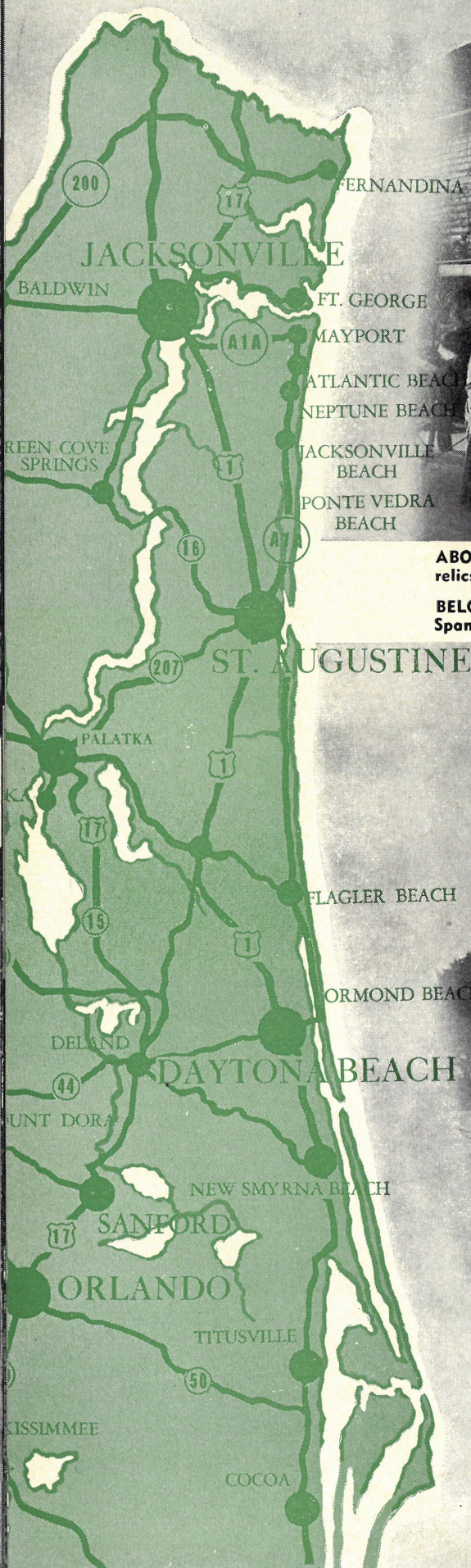
RIGHT—Golf is a year around sport on palm studded courses such as this beautiful one at Ponte Vedra.



BELOW—The broad Atlantic beaches of this area are at their peak in the summer months, when they become the mecca for residents and visitors alike.

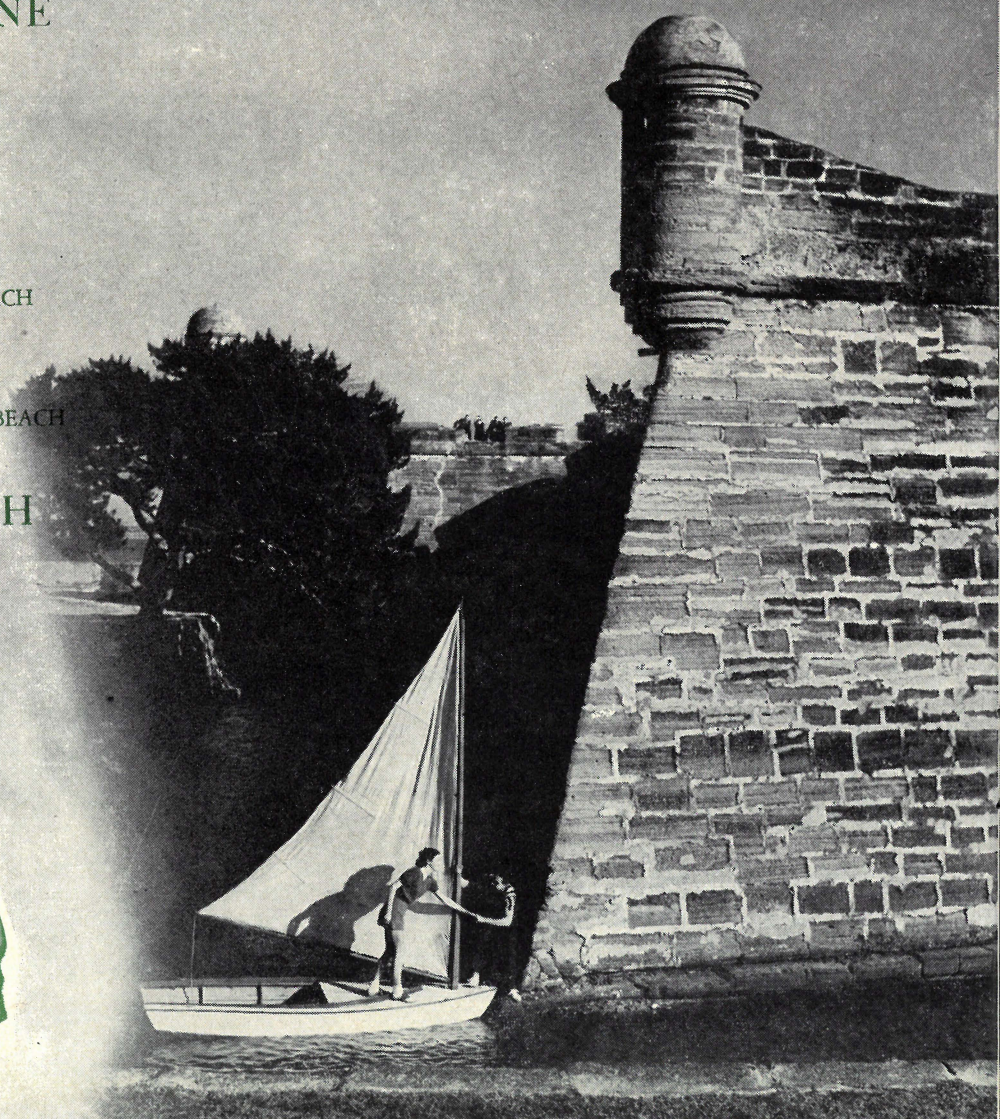


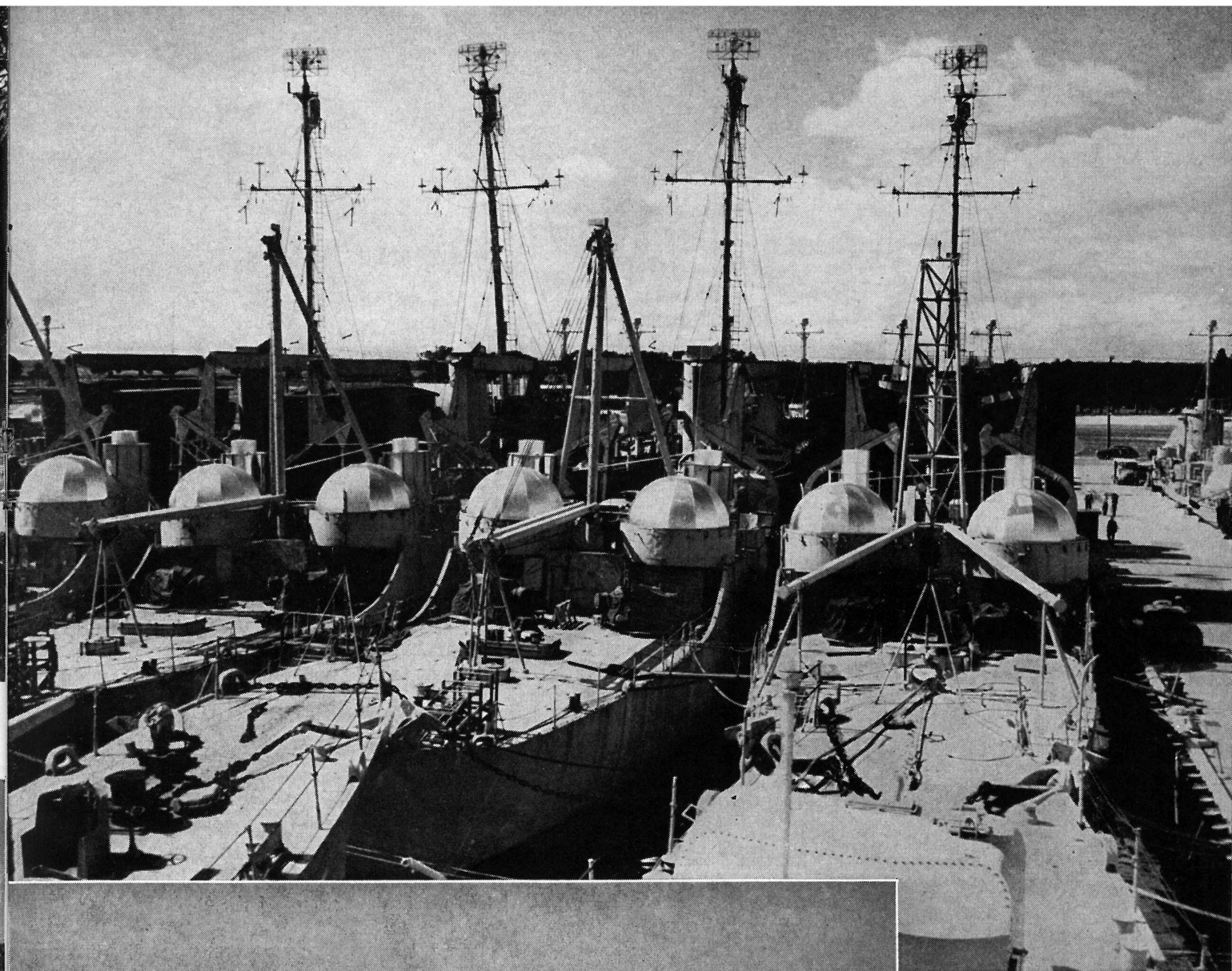
ST. AUGUSTINE



ABOVE—St. Augustine's "oldest house," flies the five flags of Florida and houses museum relics of the Spanish occupancy. It is owned by the St. Augustine Historical Society.

BELOW—Castillo de San Marcos, oldest fort standing in the United States, was built by the Spaniards and completed in 1756. It was here that Osceola, Seminole chief, was imprisoned.

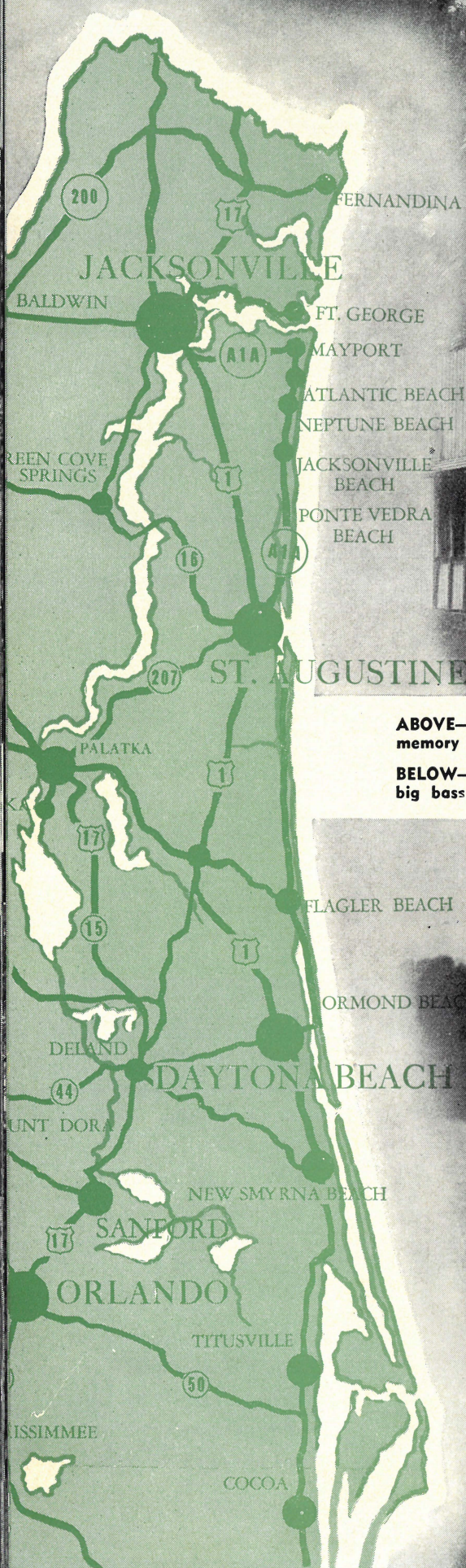




ABOVE—In the fresh waters of the St. Johns river at Green Cove Springs, a large portion of this country's fleet is maintained "in cellophane" to preserve the wartime vessels.



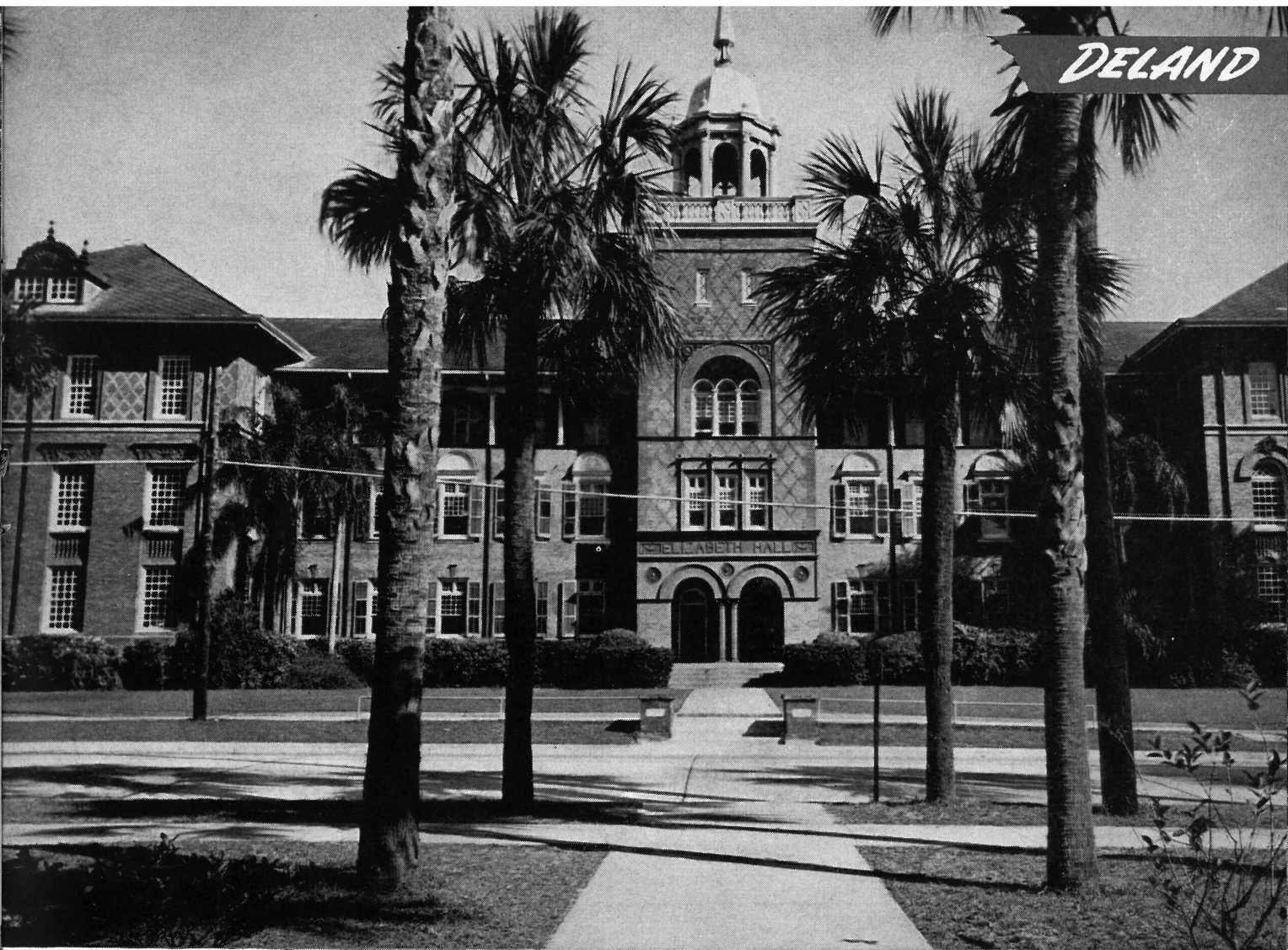
LEFT — Florida's broad smooth beaches offer a perfect landing field for sports pilots who enjoy activities and picnics on the sands.



ABOVE—This chapel at Mandarin, old town on the St. Johns, contains a Tiffany window in memory of Harriet Beecher Stowe, author of "Uncle Tom's Cabin," and resident there.

BELOW—Fishing facilities are available along the broad expanse of the St. Johns, where big bass strike the year around.



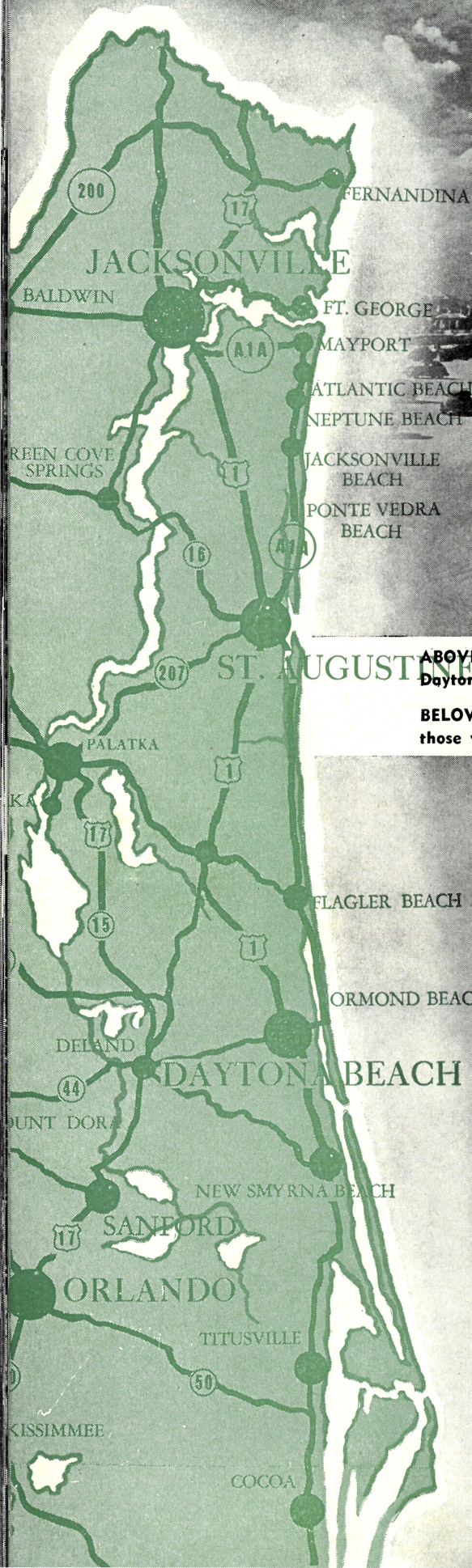


ABOVE—Elizabeth Hall, administration building of John B. Stetson University, DeLand. The school was established in 1886 and attracts students from many states.

LOWER LEFT—The memorial bridge across the St. Johns river at Palatka. **LOWER RIGHT**—Canoeing is a popular sport in the streams of the state, with clubs making long treks of exploration.



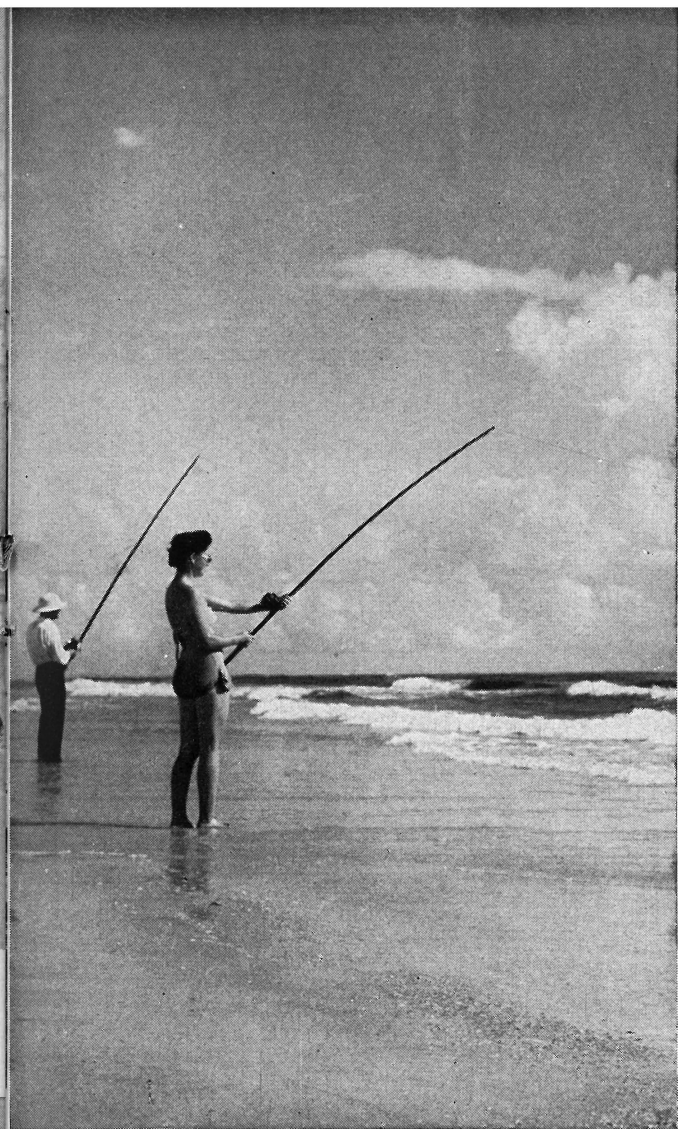
DAYTONA BEACH



ABOVE—It is said that over 100 automobiles can drive abreast down the broad sands at Daytona Beach, famed as a resort and scene of national speed trials.

BELOW—Skimming along the edge of the surf, these "sand sailers" make a tricky sport for those who like to handle canvas.





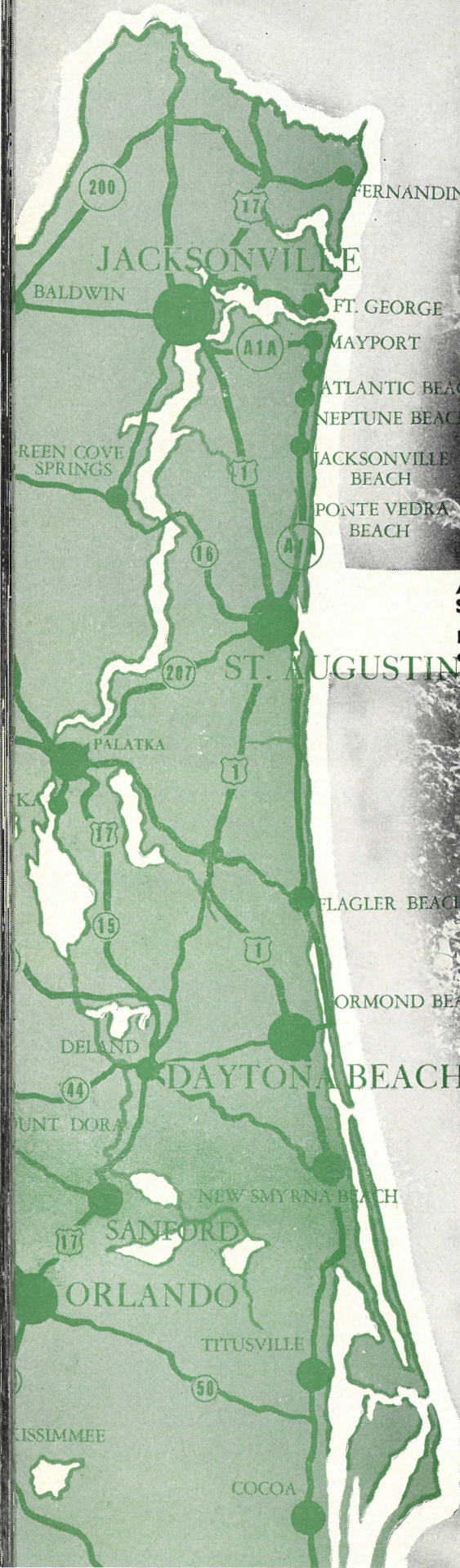
NEW SMYRNA BEACH

ABOVE LEFT—Along Florida's 1,500 miles of coast the surf fishermen find sport. **ABOVE RIGHT**—This arched entrance is at the ruins of the Mission Atocuimi, in New Smyrna. Built about 1690, it was destroyed by rebellious Indians.

BELOW—Ruins of old fort at New Smyrna, discovered when an Indian mound was excavated there.



SANFORD



ABOVE—Transplanting celery for quick growth in the rich mucklands along the St. Johns at Sanford, center of the celery industry.

BELOW—"The Senator," giant cypress tree estimated to be 3,000 years old, between Sanford and Orlando. The tree is 47 feet in circumference.



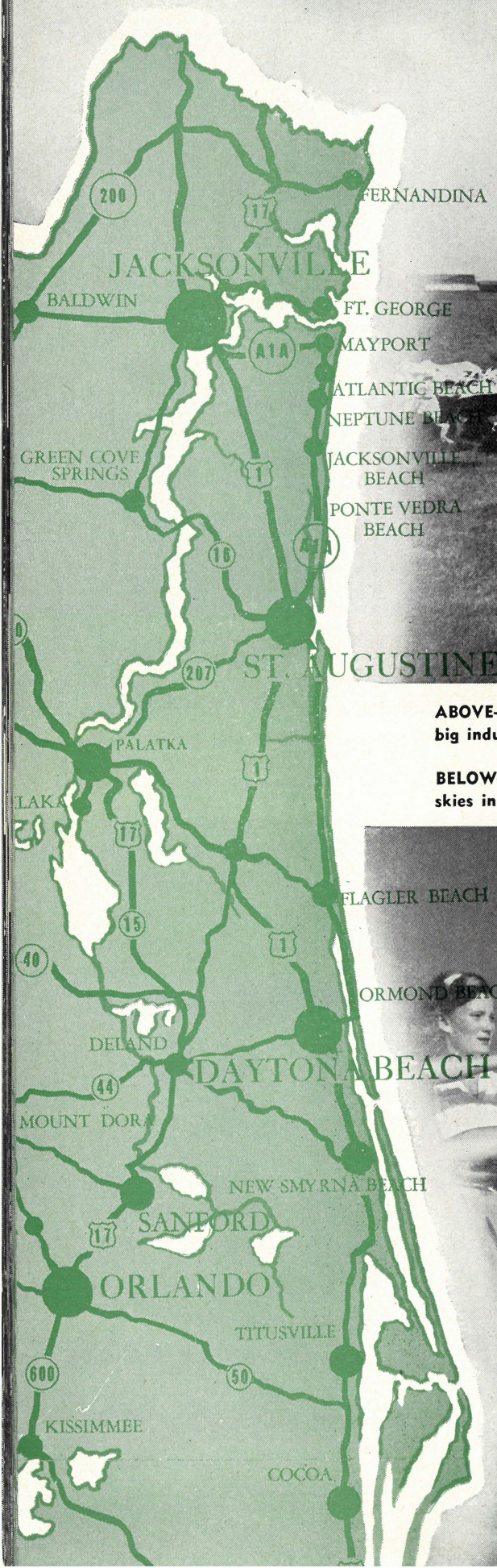


ABOVE—Central Florida's lake region from the air, showing its network of lakes framed in groves and rolling farms.

BELOW—Many of the major league baseball teams train in the state in the spring, with some clubs bringing their entire farm system roster to camp for pre-season workout.



KISSIMMEE



ABOVE—Infusion of Brahma cattle has developed the ranching business of the state into a big industry. Here a mixed herd is moved on a central Florida ranch.

BELOW—College girls make archery a part of recreation as they bend bows beneath sunny skies in the ancient sport.

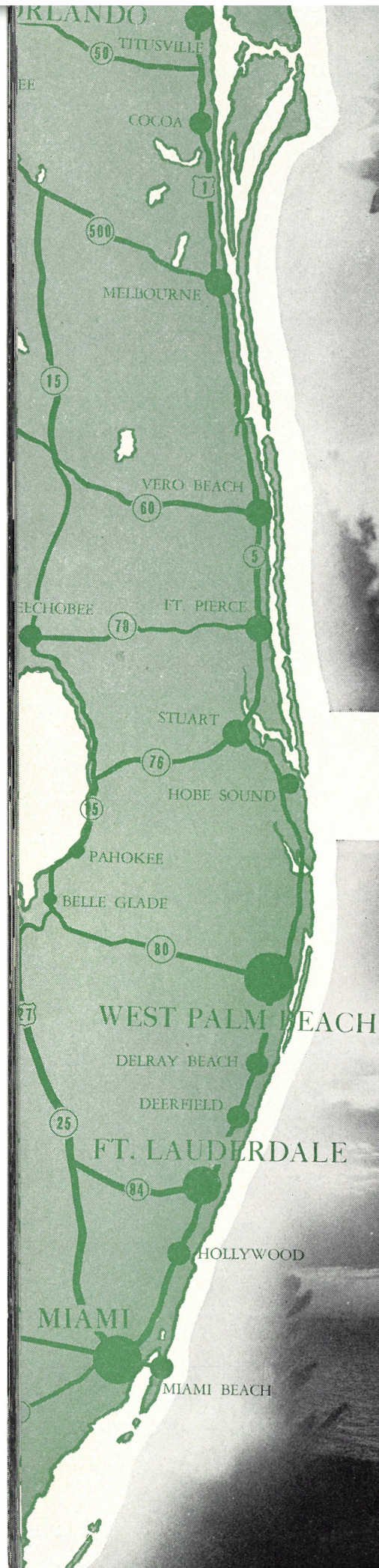




ABOVE—Cycling through palm framed byways is a favorite recreation for everyone. Here a group wheels along a waterfront road beneath coconut palms.

BELOW—The winter "citrus circuit" brings top boat racing enthusiasts from all over the nation. Events range from big hydroplanes, such as this, to the smaller fishing boats.





MELBOURNE



ABOVE—Citrus growers along the east coast belt are proud of their "Indian River" fruit, which grows in luscious clusters like this.

BELOW—Sunset on the romantic Indian River, which extends along the east coast to form a part of the intracoastal waterway.

Ft. PIERCE



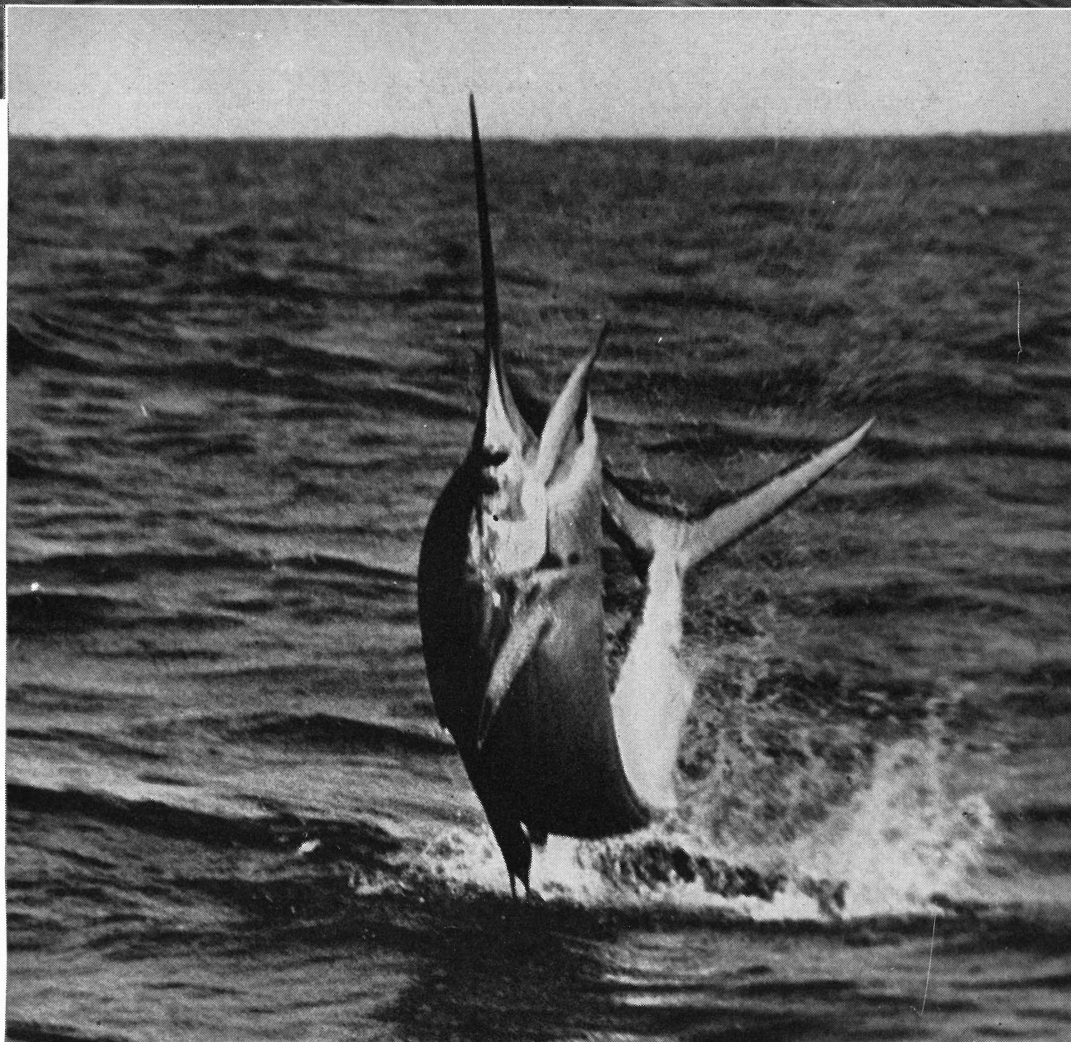
STUART

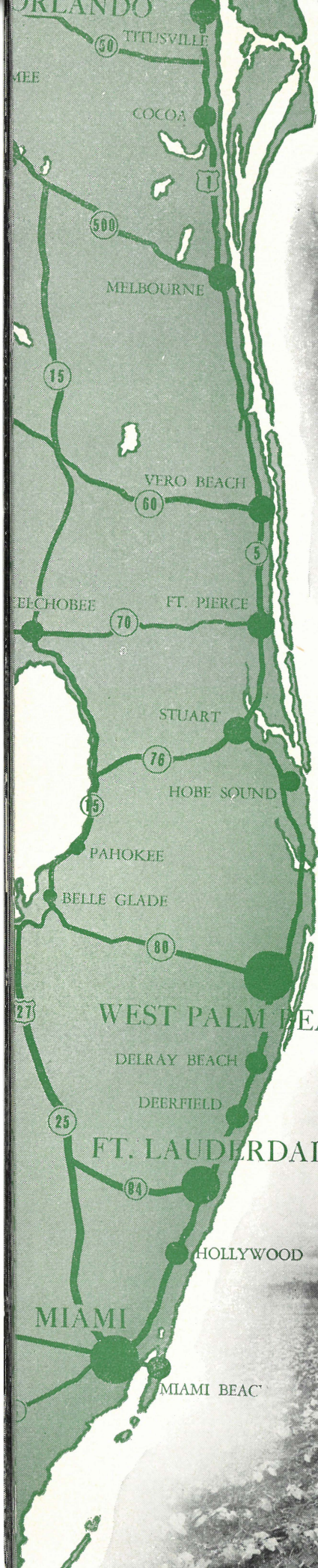


ABOVE — This deep sea cruiser, with its outriggers for trolling, is a typical sight along Florida's east coast waters, where sailfish, tuna, marlin, amberjack, dolphin and barracuda are some of the game fish to be taken.

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RIGHT—A sailfish takes the aerial route. Most sought of game fish in these waters, the "sail" is a battler to the last yard of line, leaping and "tail walking" in his desperate efforts to throw the angler's hook. These spectacular gamesters frequent the east coast from the mouth of the St. Johns to Key West waters.





ABOVE—Florida's broad rich lands keep a large part of the nation supplied with fresh vegetables in winter. Here tomatoes are being packed for market.

BELOW—Although much of farming now has been mechanized, this Everglades bean farmer prefers the leisurely pace of "old Pete" in the traces.



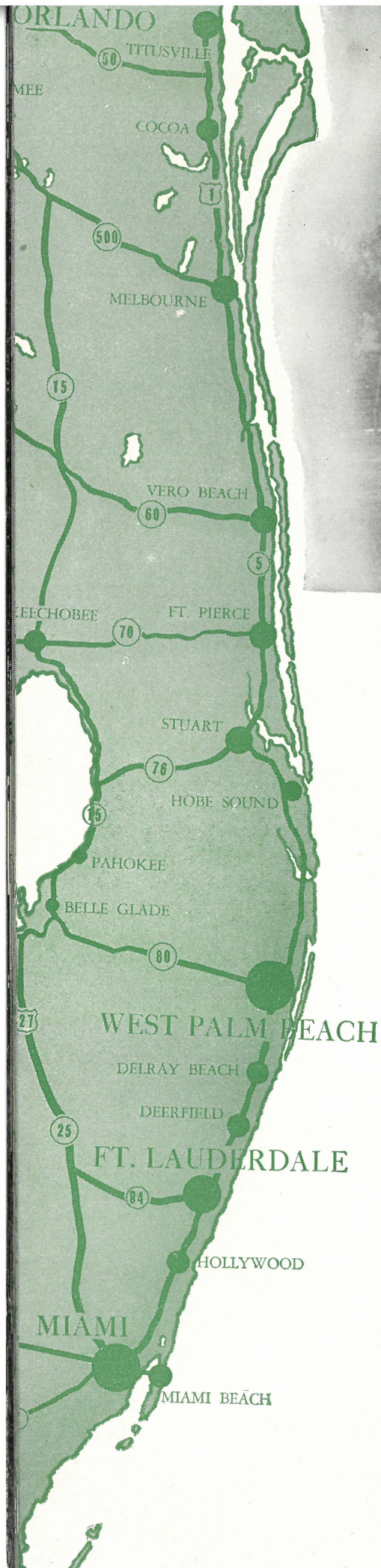
WEST PALM BEACH



ABOVE—The Palm Beach skyline takes on a thoroughly tropical character, framed through this grove of graceful cocoanut palms.

BELOW—Shell racing has become an outstanding winter event. Here the crews of Yale and Pennsylvania finish a New Year's event at West Palm Beach.





FT. LAUDERDALE



ABOVE—The Seminoles still prefer the palm thatched shelter of their forefathers. There's plenty of palm wherever they choose to move in the 'Glades.

BELOW—Rows of stately royal palms line the streets of many south Florida cities. The trees grow wild in portions of the Everglades.

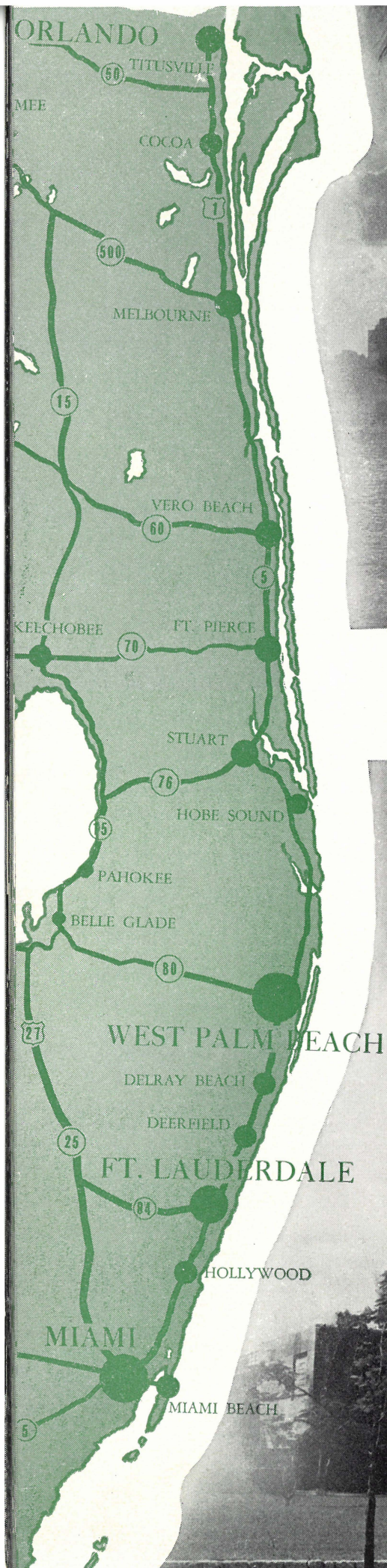




ABOVE—This is the life! On Fort Lauderdale's beach these sun bathers find the golden sands and the warm waters a welcome contrast as they vacation from cold.

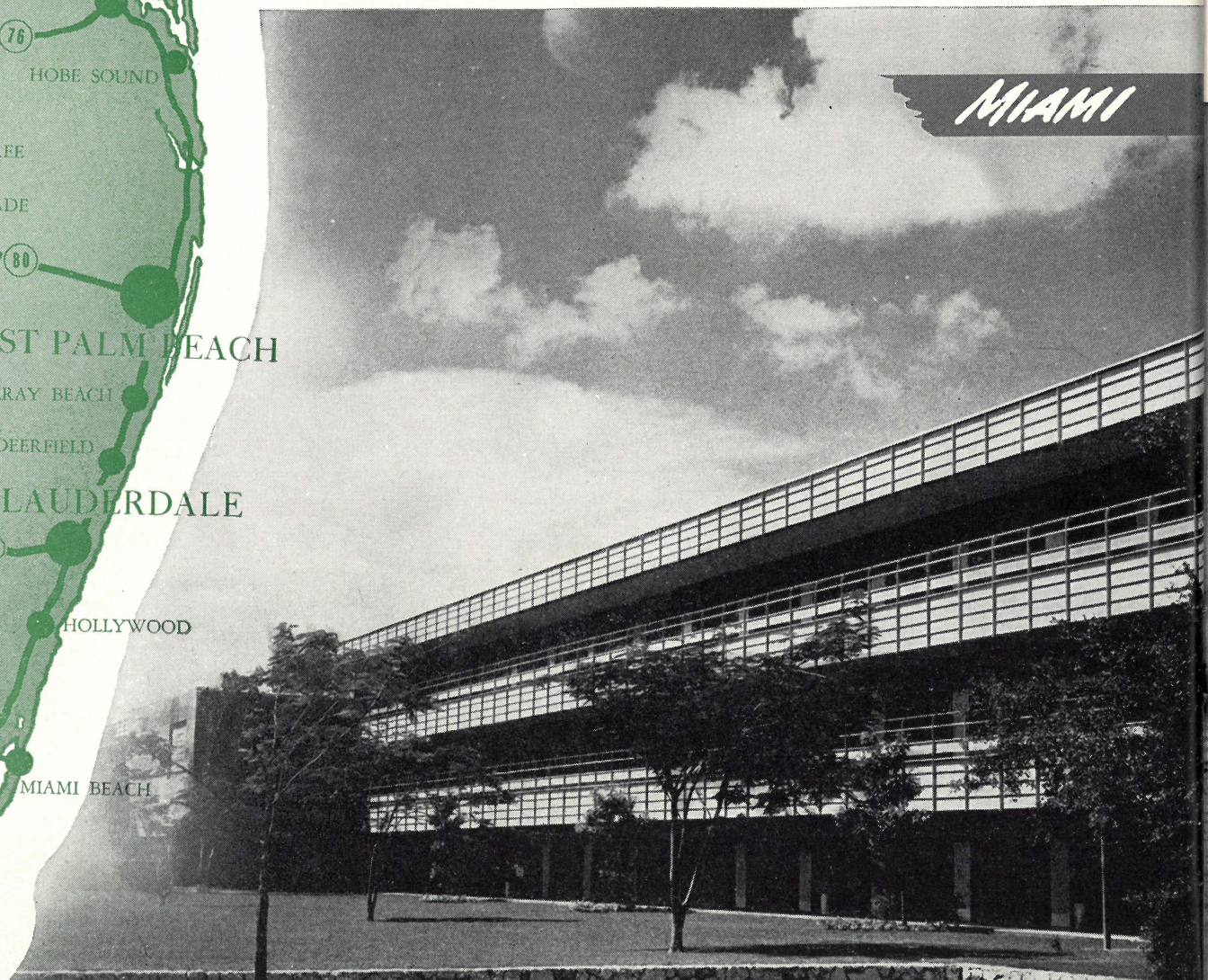
BELOW—Cruising in the waterways makes boating a year around pastime. Many boat owners bring their craft to Florida for floating residence as well.





ABOVE—Framed in palms across the waters of Biscayne Bay, Miami's skyline makes an interesting silhouette at sundown.

BELOW—Typical of a great, new modern plant building for the University of Miami is this classroom building, designed to take full benefit of tropical sunlight.

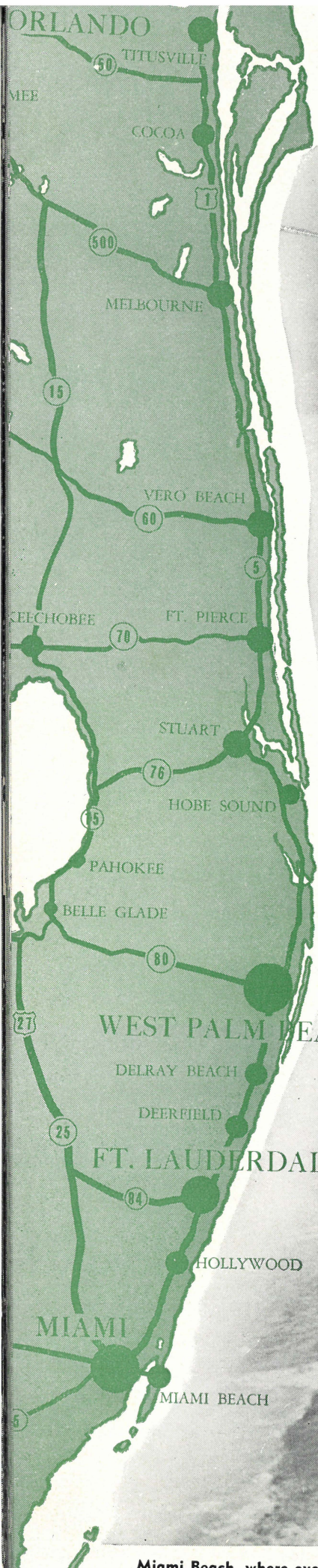




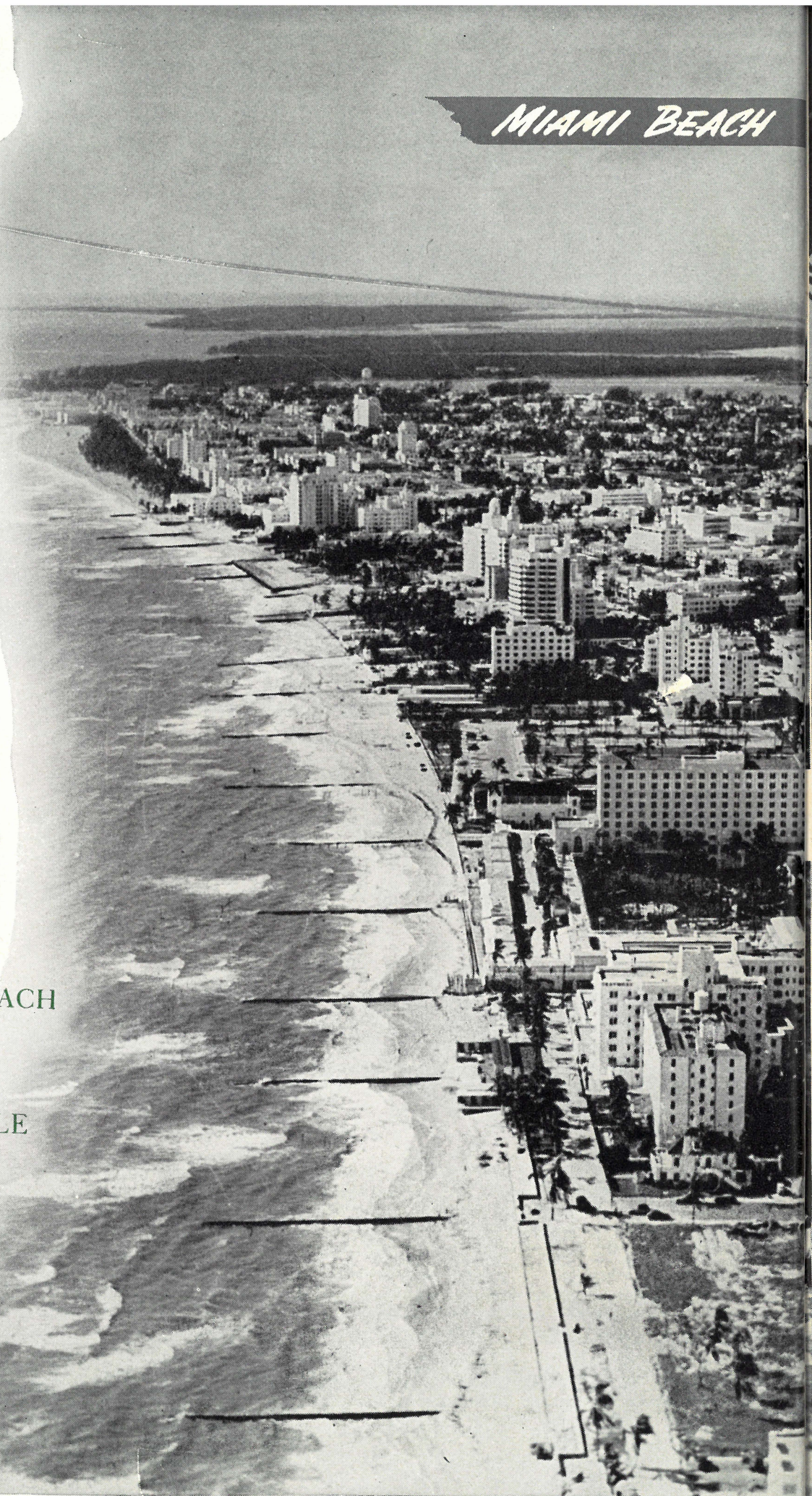
ABOVE—The "sport of kings" is at its peak in the winter racing season with the thoroughbreds pounding around a turn beneath a tropical setting of pines and palms.

BELOW—Throughout the state, the sport of "queens" is carried on in numerous dog racing plants for evening entertainment, where the fleet racers chase the elusive rabbit.





MIAMI BEACH



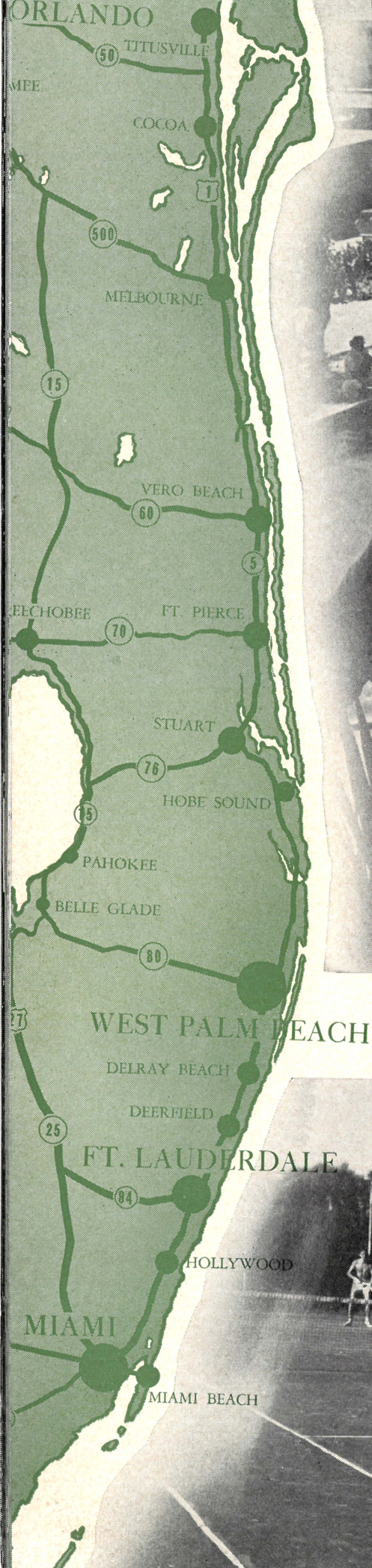
Miami Beach, where everything that is winter vacation finds its climax in beaches, surf, beautiful architecture and entertainment



ABOVE—International Airport, travel gateway of the Americas, through which moves a great flow of travel and trade with our neighbors to the South.

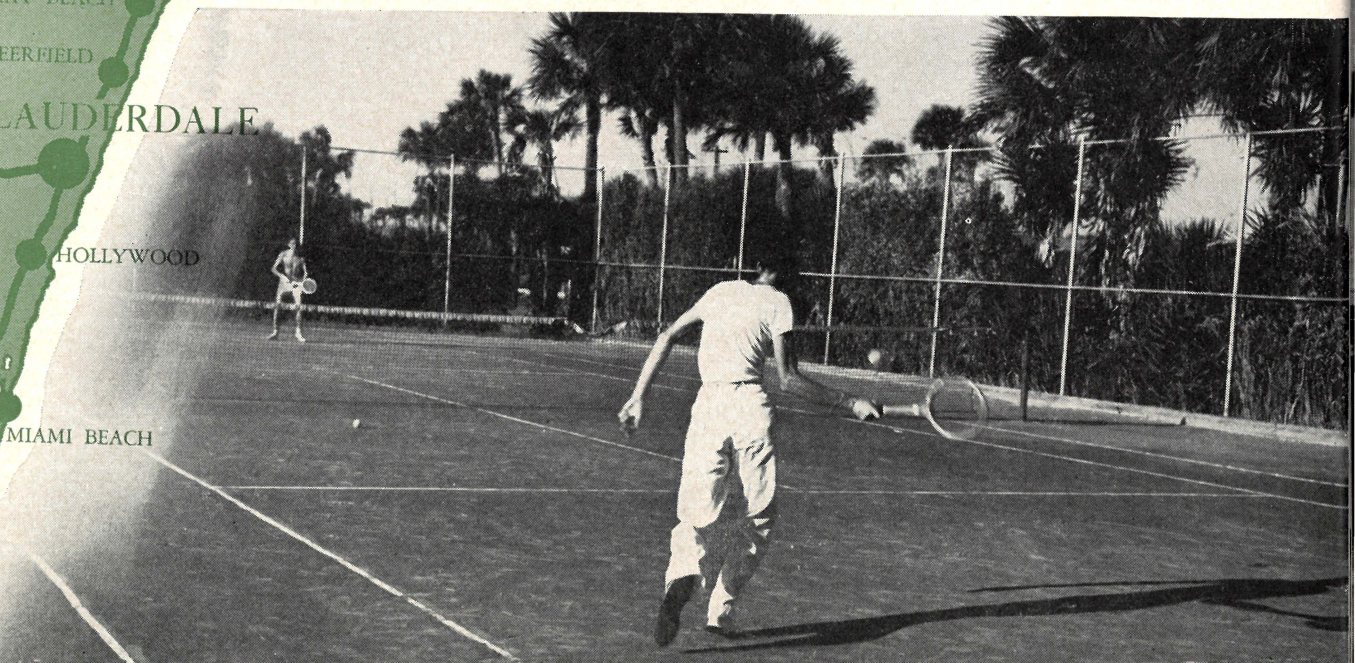
RIGHT—Entertainment with the Latin flavor is typical of the varied and unusual recreation offered visitors in the "night life" clubs of south Florida.





ABOVE—Much of the vacation life centers about the patios and the pools. Despite its long stretches of beach and cabanas, Miami Beach alone has over 100 swimming pools.

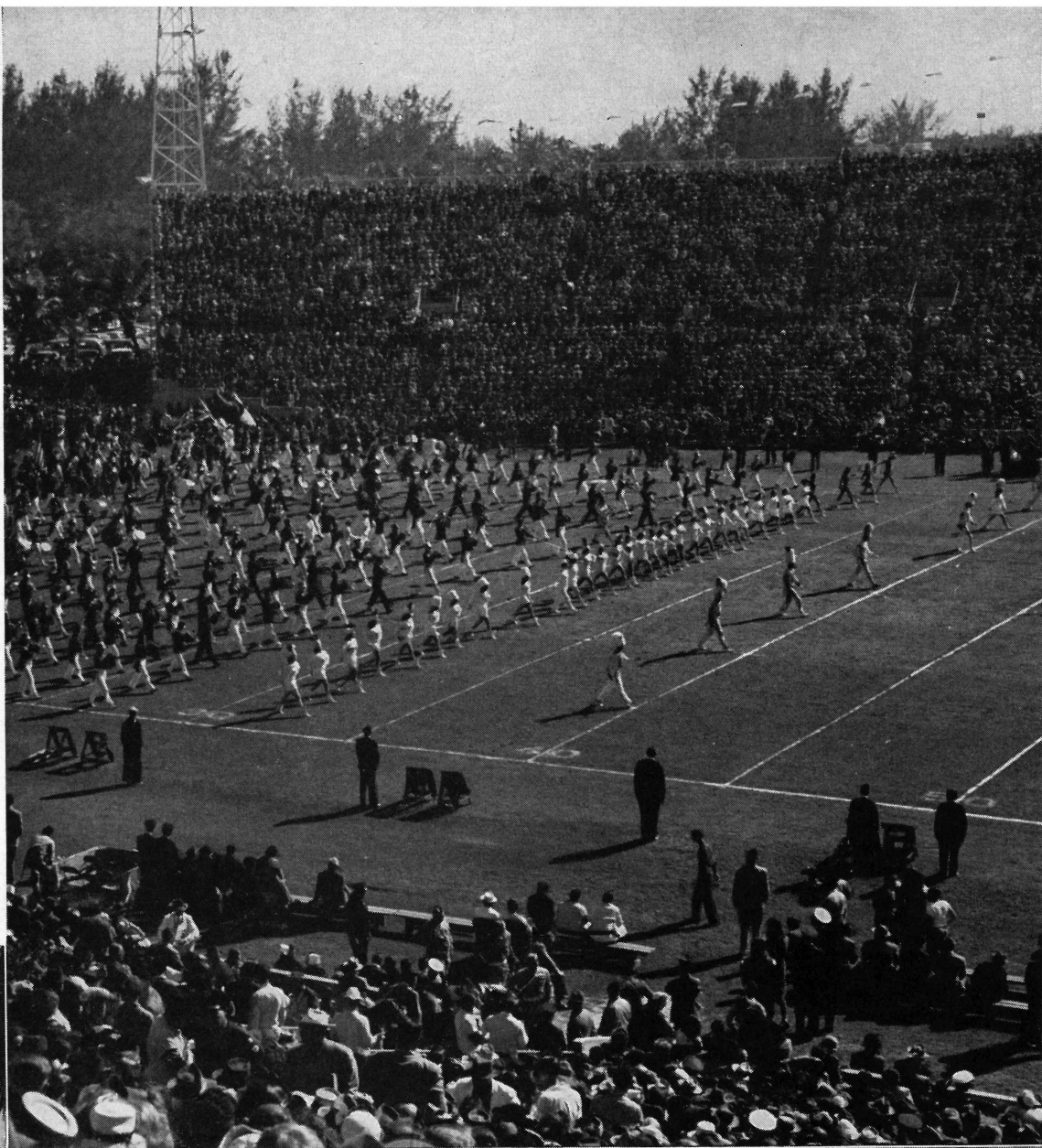
BELOW—Tennis is a sport around the calendar, as typified by this fast match in progress on a court framed in tropical vegetation.

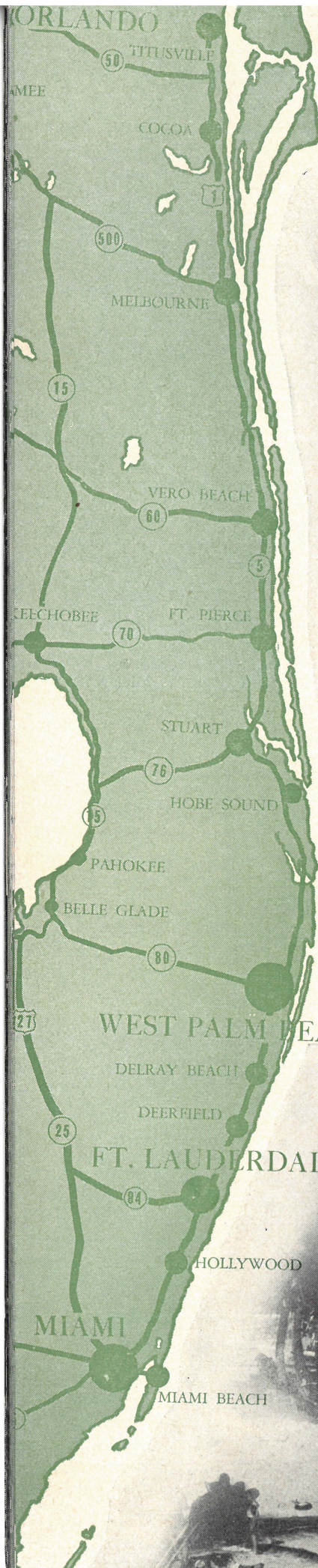


RIGHT—The state's football season is at peak with the various "bowl" games. Here is the colorful Orange Bowl at New Year's, when top teams of the nation compete for honors.

●

BELOW — Miami's broad Biscayne Boulevard, with its parking areas framed in stately royal palms, fronts the bay to complete a well planned and pleasing welcome to visitors.





ABOVE—Florida also is "convention land," as organizations and groups combine them with vacationing in the state. Here a costumed greeter hands out citrus fruit to arriving delegates.

BELOW—The warm sun and sand of the beach areas find everyone participating in healthful recreation and rest.



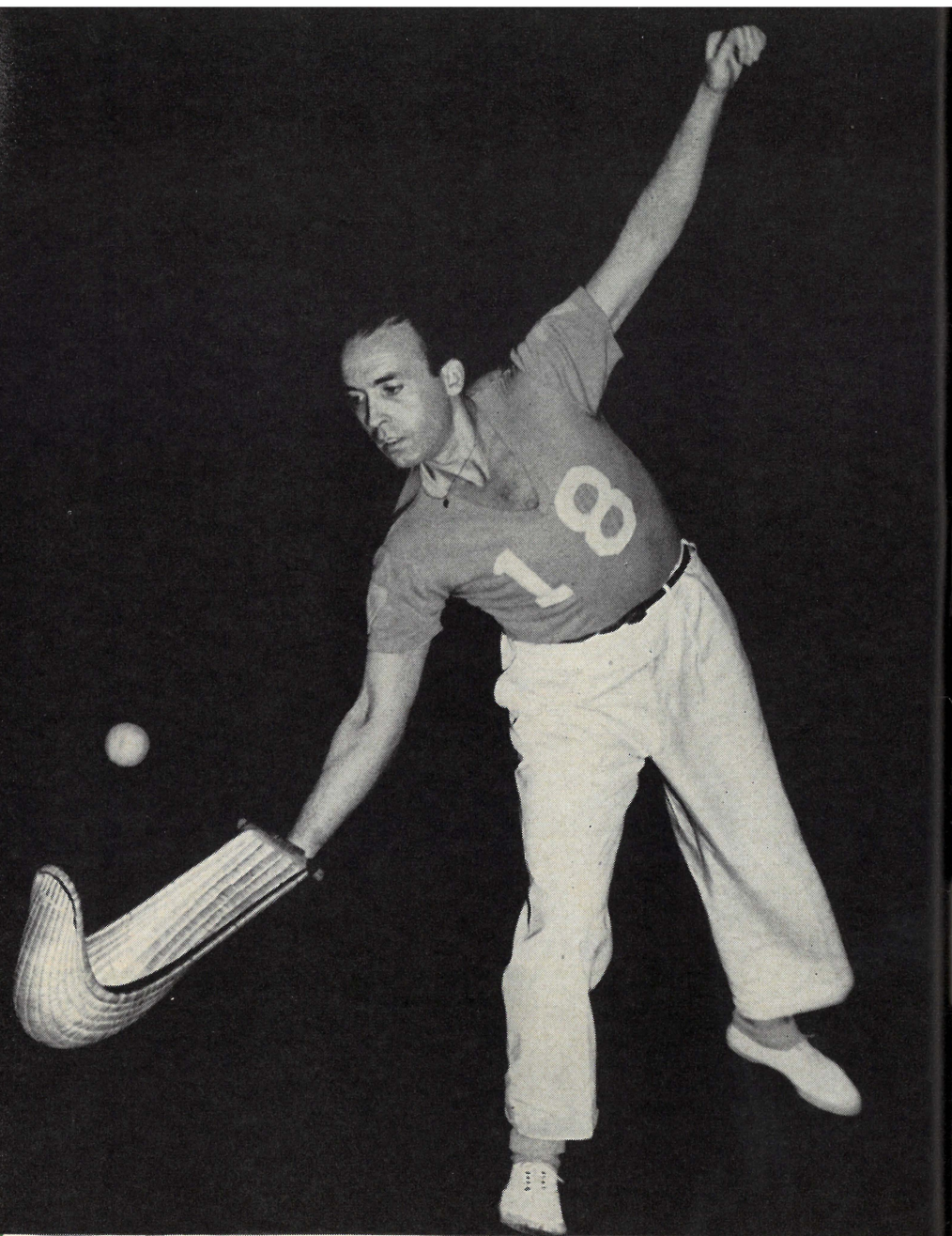
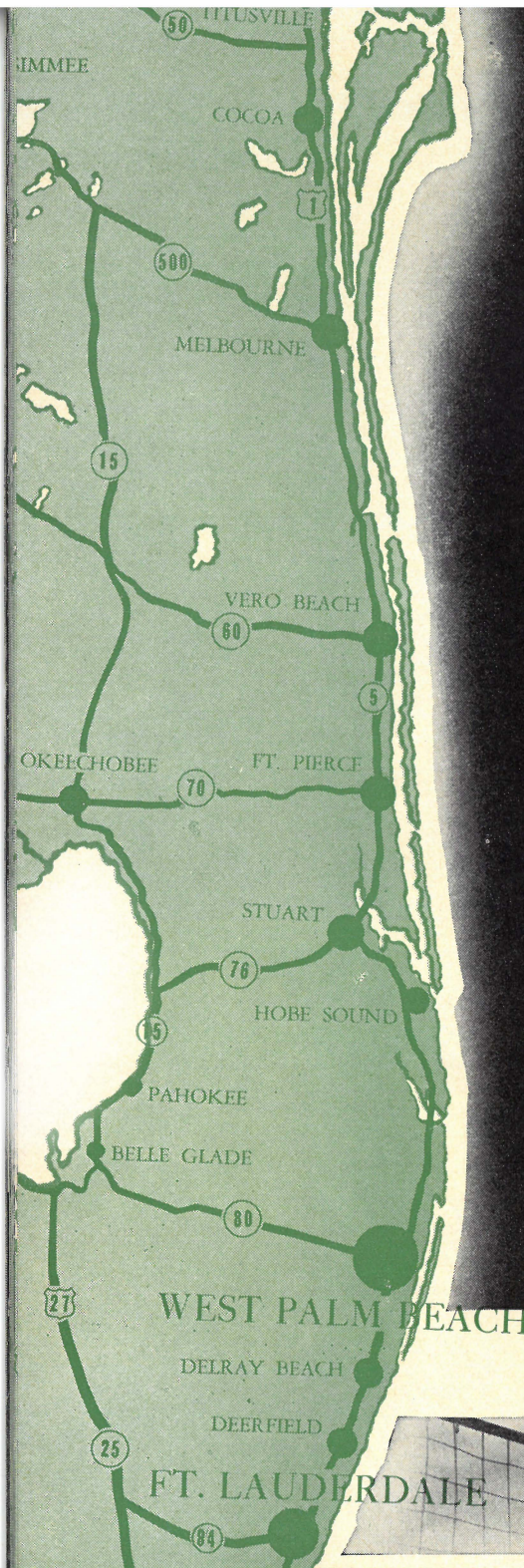


ABOVE — In early days, great flights of these exotic birds, the flamingo, could be seen in south Florida. Now, except for rare wanderers, you must visit the rare bird farms and other sanctuaries to find the ungainly fellows with their delicate pink coloration.

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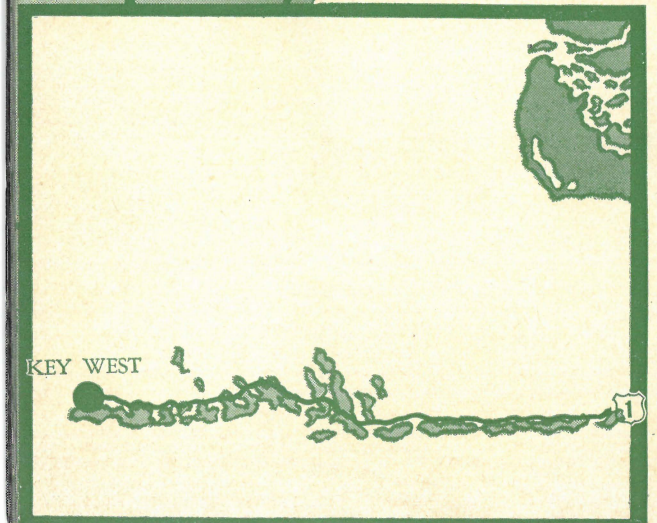
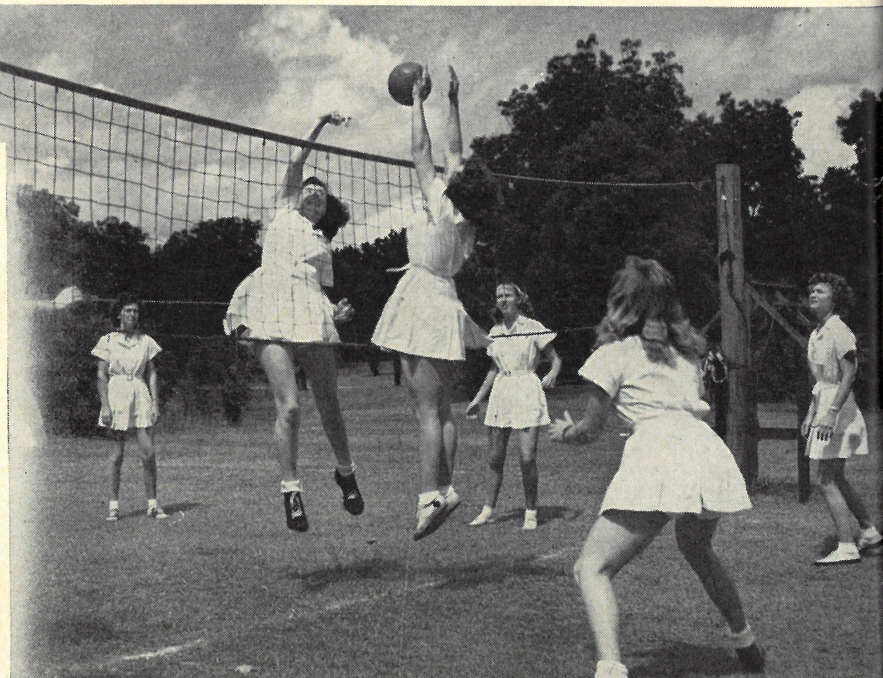
RIGHT — Gypsy life the modern way! In such houseboats as these, many of them outfitted as elaborately as fine yachts, come some of the winter visitors to cruise leisurely down the intracoastal waterway and into the winding streams of the state's interior. These craft are tied up in the east coast waterway.



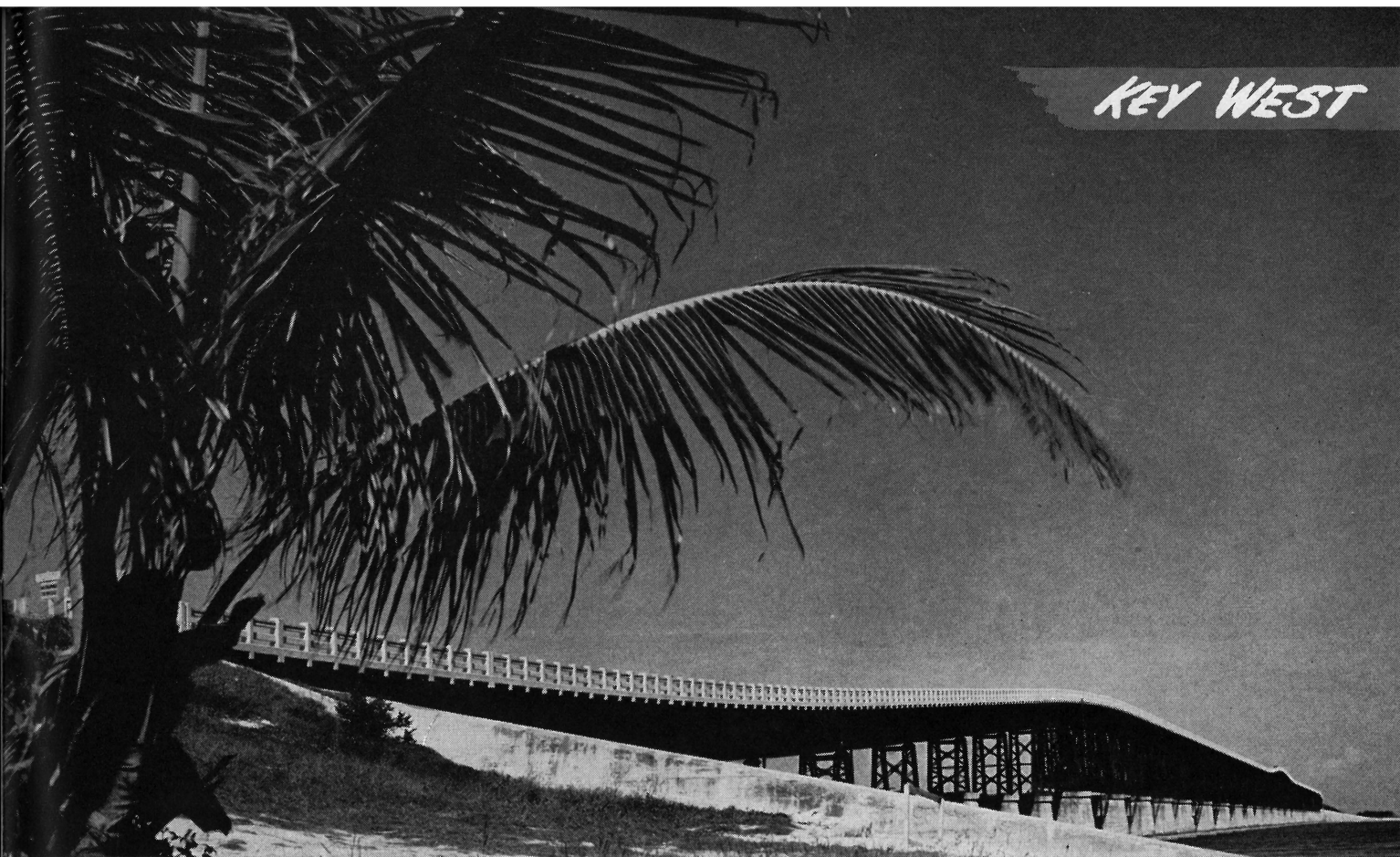


ABOVE—This is jai alai, played in this country only in Miami's fronton by Cuban and Basque athletes. It is considered the world's fastest sport.

BELOW—Recreation periods in Florida schools find everyone participating in outdoor sports. Here a group of girls engage in a fast game of volley ball.



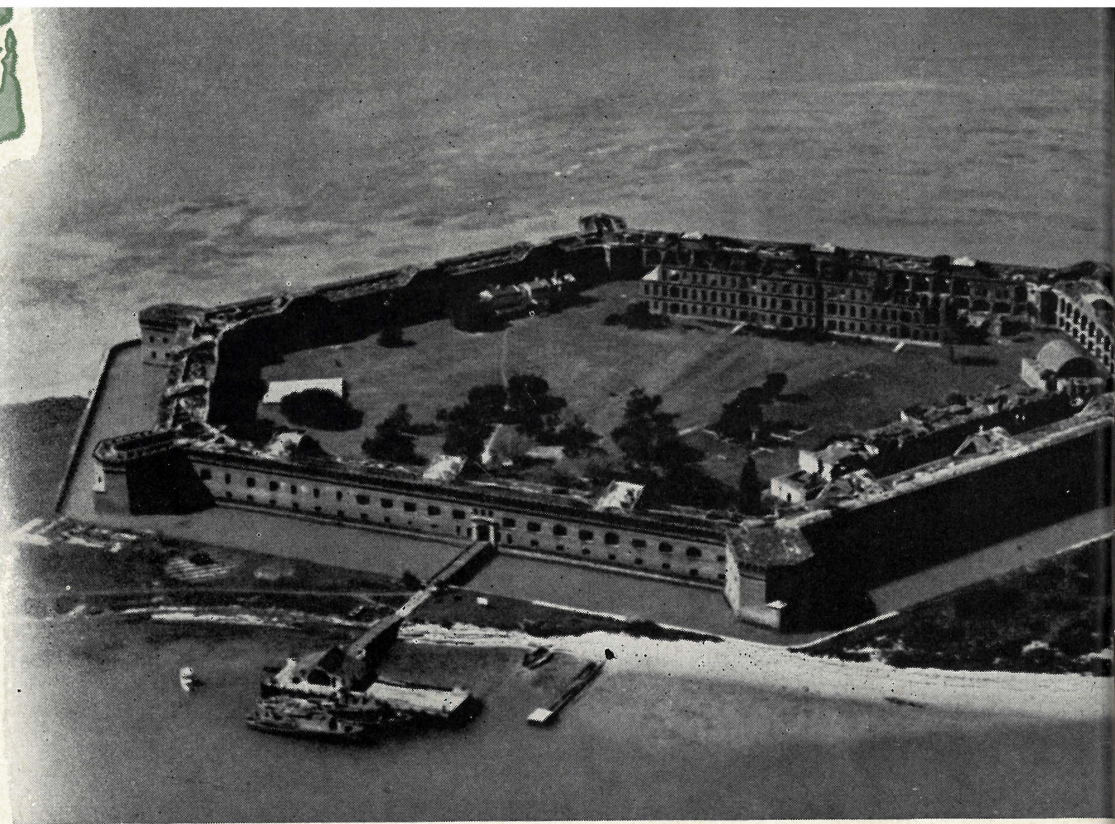
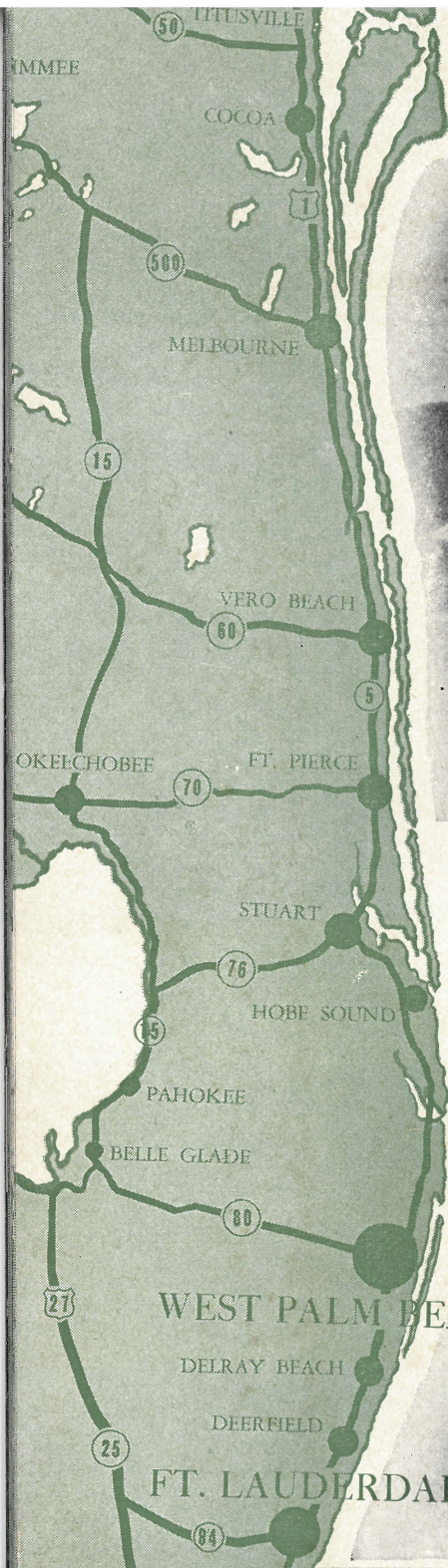
KEY WEST



ABOVE—The highway that goes to sea! Down through the keys and across numerous waterways for over 150 miles winds the Overseas Highway, link between the mainland and colorful Key West.

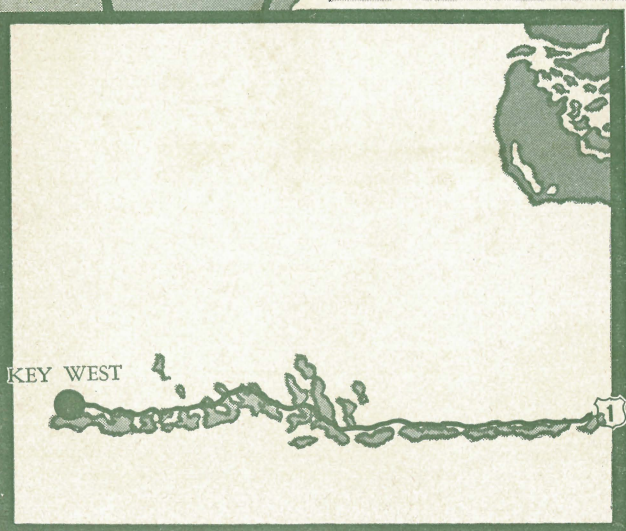
BELOW—America's southernmost house, on its most southern point—at Key West.





ABOVE—Old Fort Jefferson, in the Dry Tortugas, where Dr. Samuel A. Mudd was imprisoned for giving medical aid to John Wilkes Booth. Now it is a bird sanctuary, where sea birds come to rear their young.

BELOW—Key West's lighthouse stands within the city, framed with tropical growth, acting as a beacon to ships seeking its harbor.



Be Sure to See **ALL OF FLORIDA**



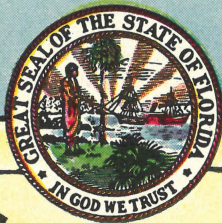
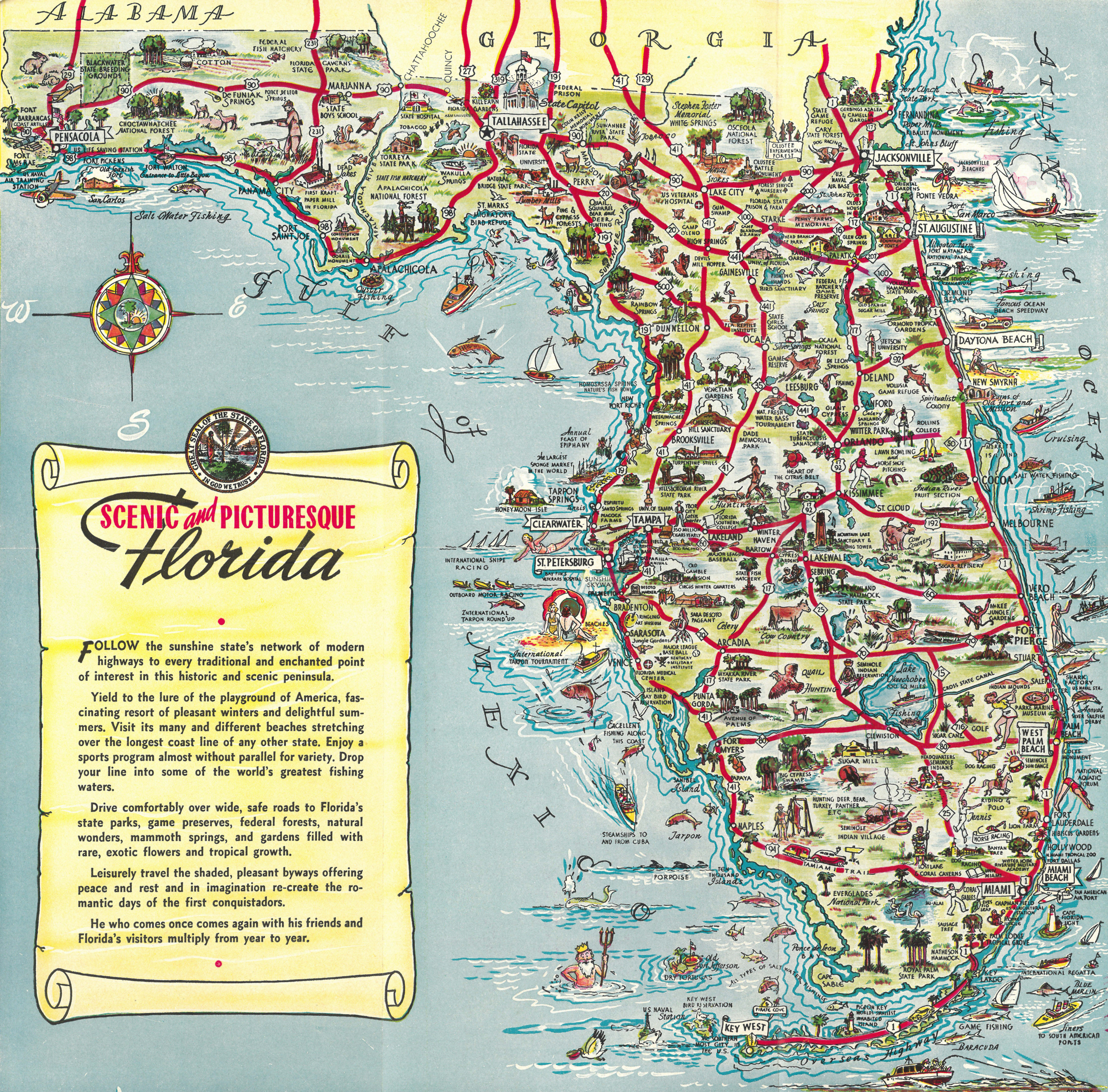
Unfold this map of scenic and picturesque Florida . . . and you will have some idea of the many places and points of interest worthwhile to see and visit in every part of the Sunshine State—all joined by a modern system of highways.

Travel leisurely the state's network of safe highways and discover for yourself this land of flowers, romance, and history. Visit both the Atlantic and Gulf coasts with their incomparable beaches. Enjoy the thousands of freshwater lakes, rivers, and streams. And above all, be sure to see ALL of Florida; for he who comes without visiting the northern, the central, and the southern parts of the Sunshine State—each different from the other—has not really seen Florida.

ALABAMA

GEORGIA

FLORIDA



SCENIC and PICTURESQUE Florida

FOLLOW the sunshine state's network of modern highways to every traditional and enchanted point of interest in this historic and scenic peninsula.

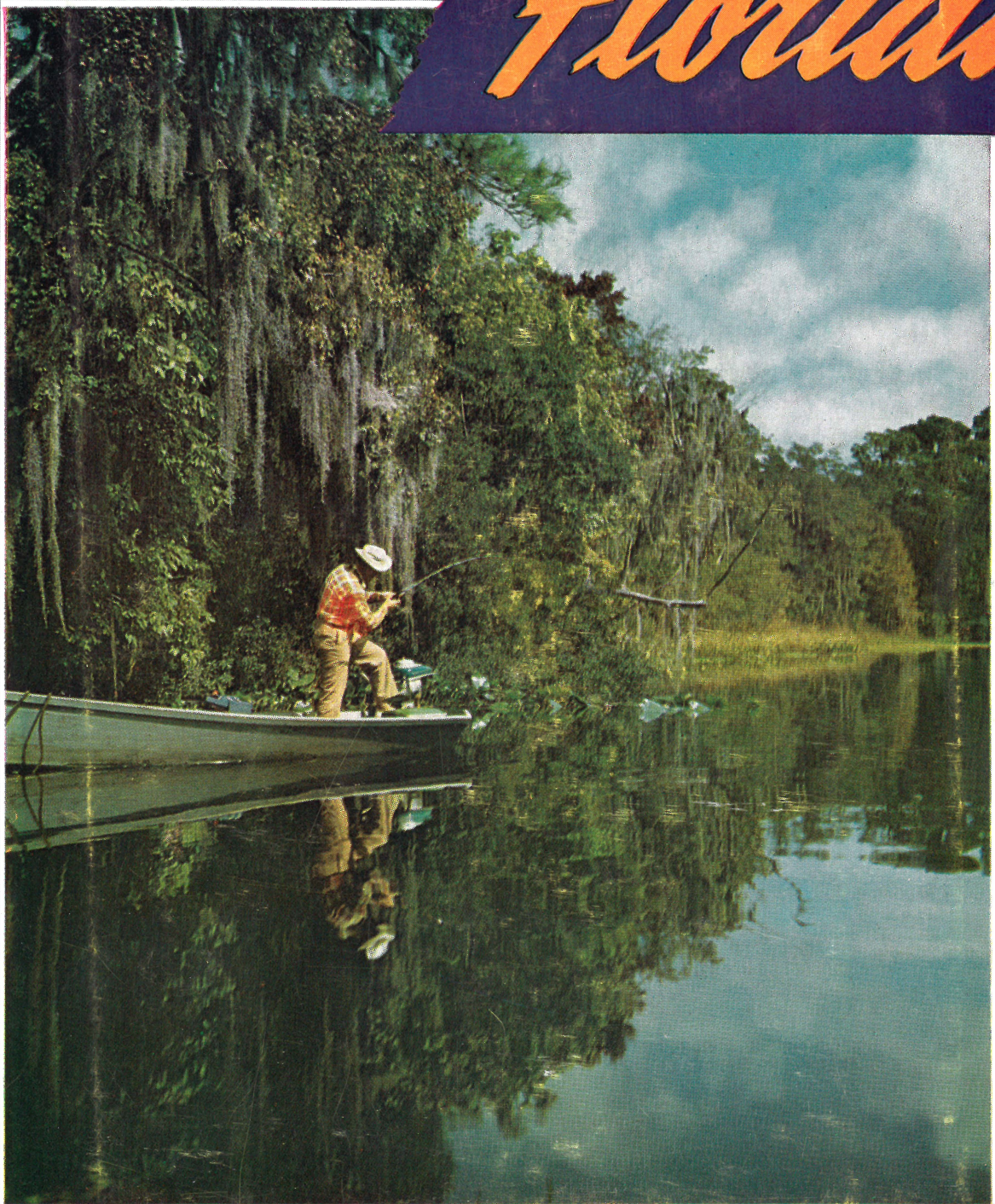
Yield to the lure of the playground of America, fascinating resort of pleasant winters and delightful summers. Visit its many and different beaches stretching over the longest coast line of any other state. Enjoy a sports program almost without parallel for variety. Drop your line into some of the world's greatest fishing waters.

Drive comfortably over wide, safe roads to Florida's state parks, game preserves, federal forests, natural wonders, mammoth springs, and gardens filled with rare, exotic flowers and tropical growth.

Leisurely travel the shaded, pleasant byways offering peace and rest and in imagination re-create the romantic days of the first conquistadors.

He who comes once comes again with his friends and Florida's visitors multiply from year to year.

Florida



Fun in the Sun.. throughout the year!